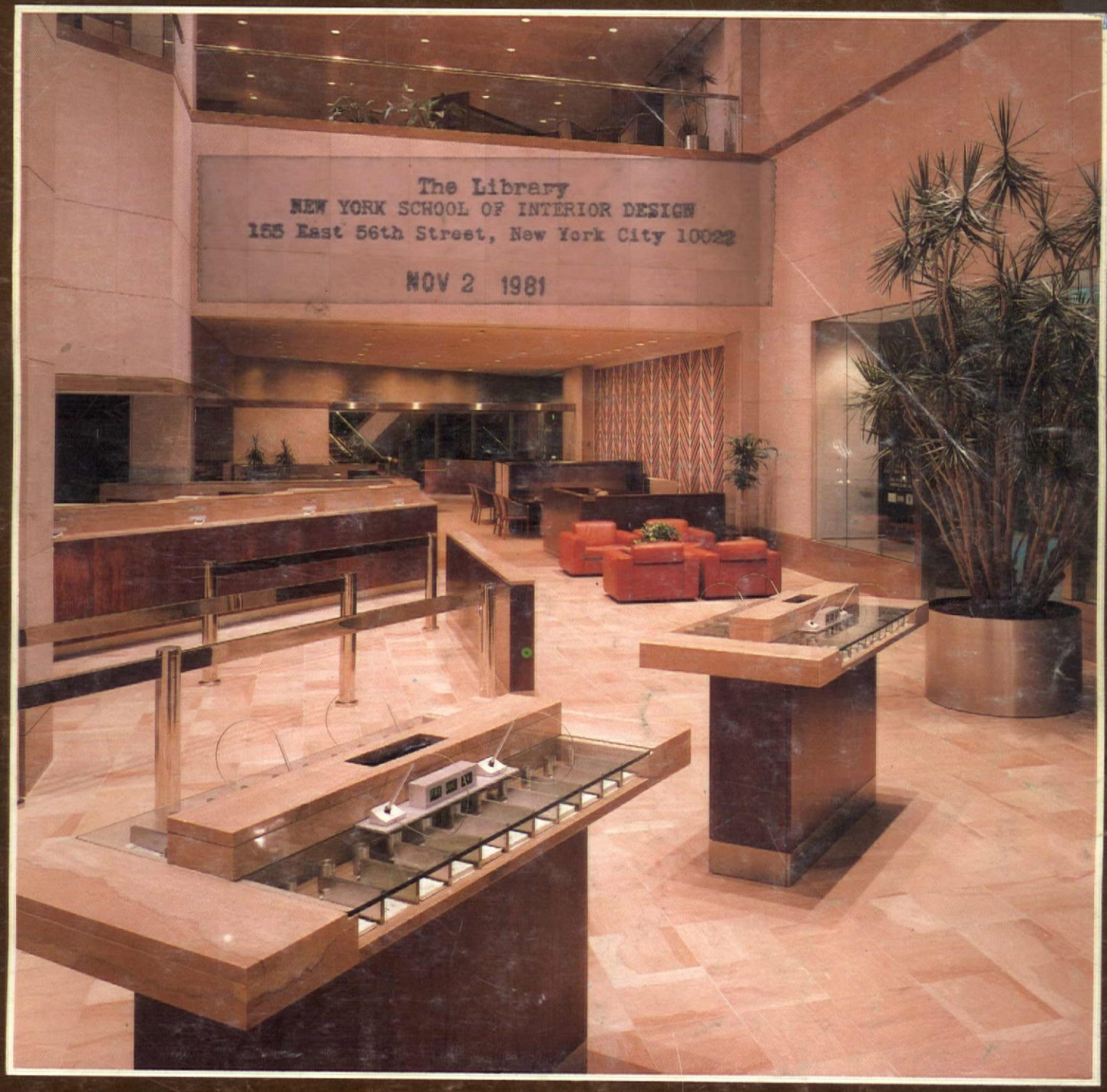
A Gralla Publication

OCTOBER 1981

Contract

THE BUSINESS MAGAZINE OF COMMERCIAL FURNISHINGS & INTERIOR ARCHITECTURE



Affluent markets demand design intensive banks

- How pension funds impact the design industry
- Floor maintenance specs: early planning needed
- Bank, desk-top, fabric, mailroom product updates

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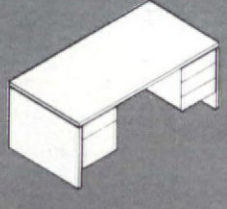
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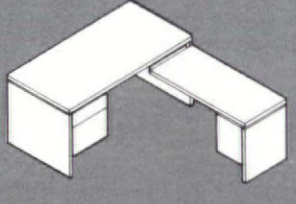


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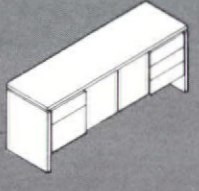
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Portrait of two successful contract designers.



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Armstrong
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p. 122


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Contract

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The Library
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***COVER**–Equitable Trust, a bank project by Interspace, features multi-level banking in a cover design by graphic artist George Koizumi for articles starting on page 102.*



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Vol. 23 No. 10

November: Office issue, featuring winners of the IBD/CONTRACT Product Design Competition. Tomorrow's technologies spark office design articles that lead off with a new computer system by Cannell-Heumann & Assoc. Newest office products in review, plus Arts & Graphics product portfolio. Executive Buyer Edition.

December: Stores & shopping centers are featured in this Executive Buyer Edition, together with a review of store fixtures and display systems. Plus signage report, resilient and hard surface flooring, and site furniture in review. Mini-directory of furniture & furnishings marts.

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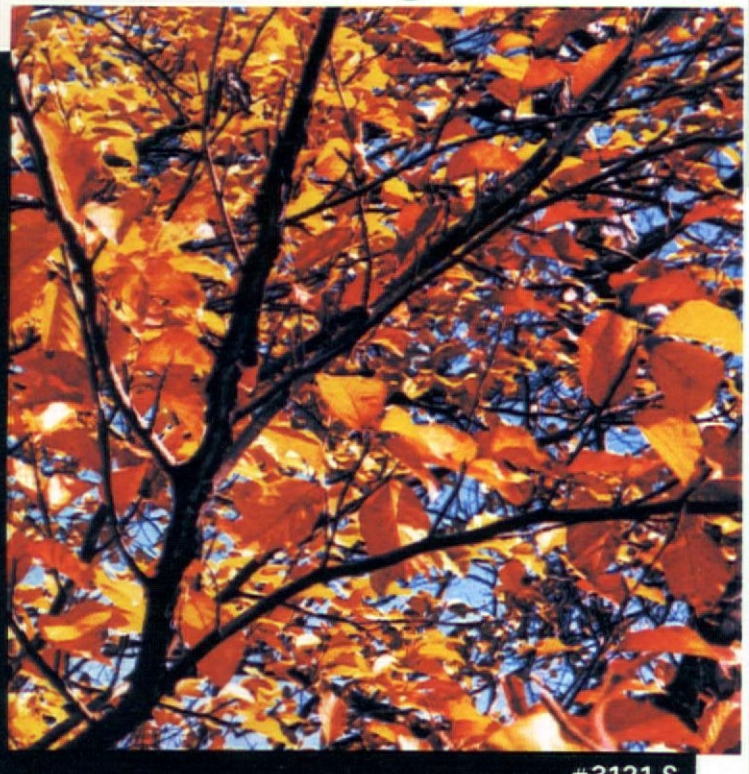
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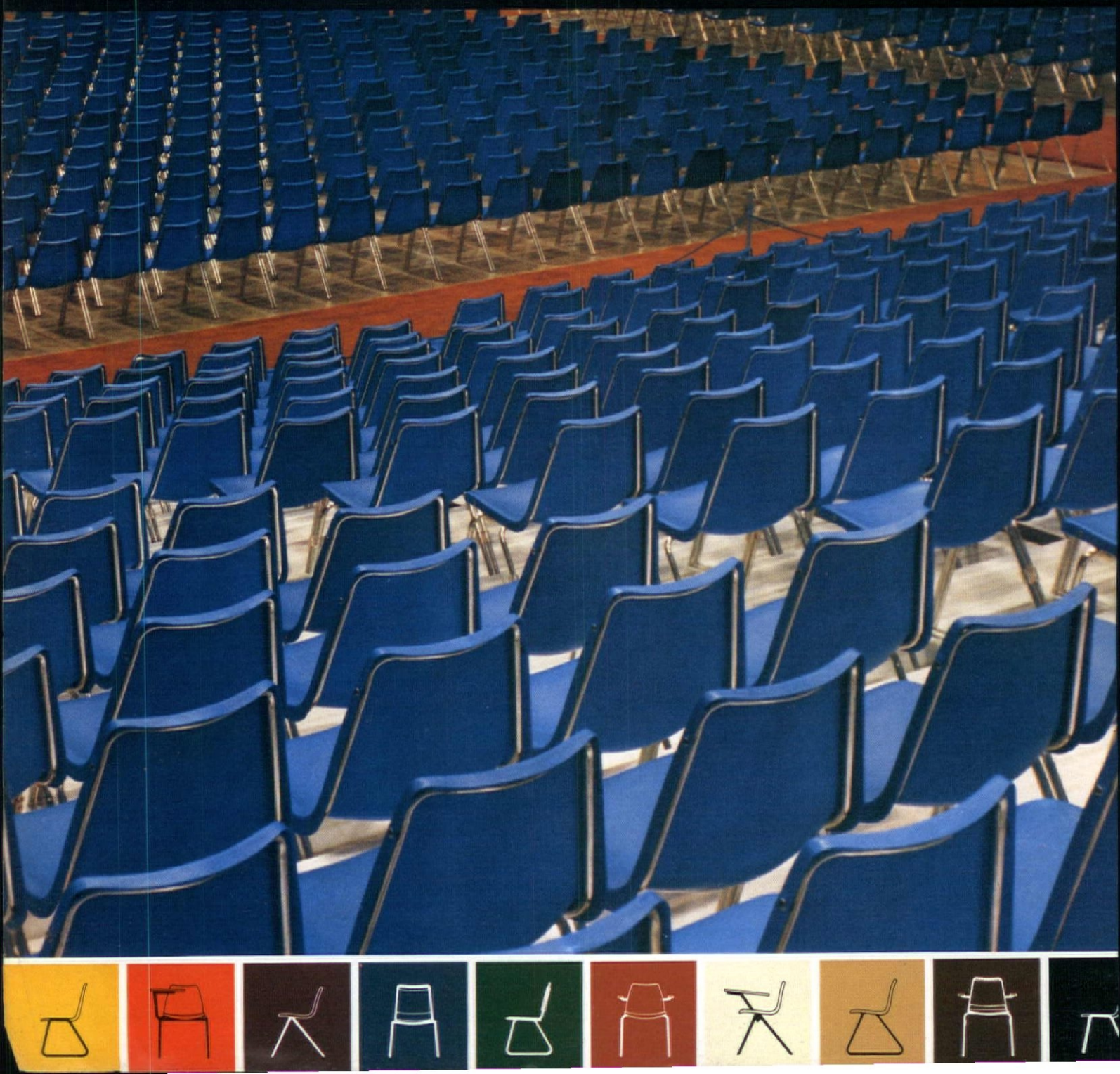
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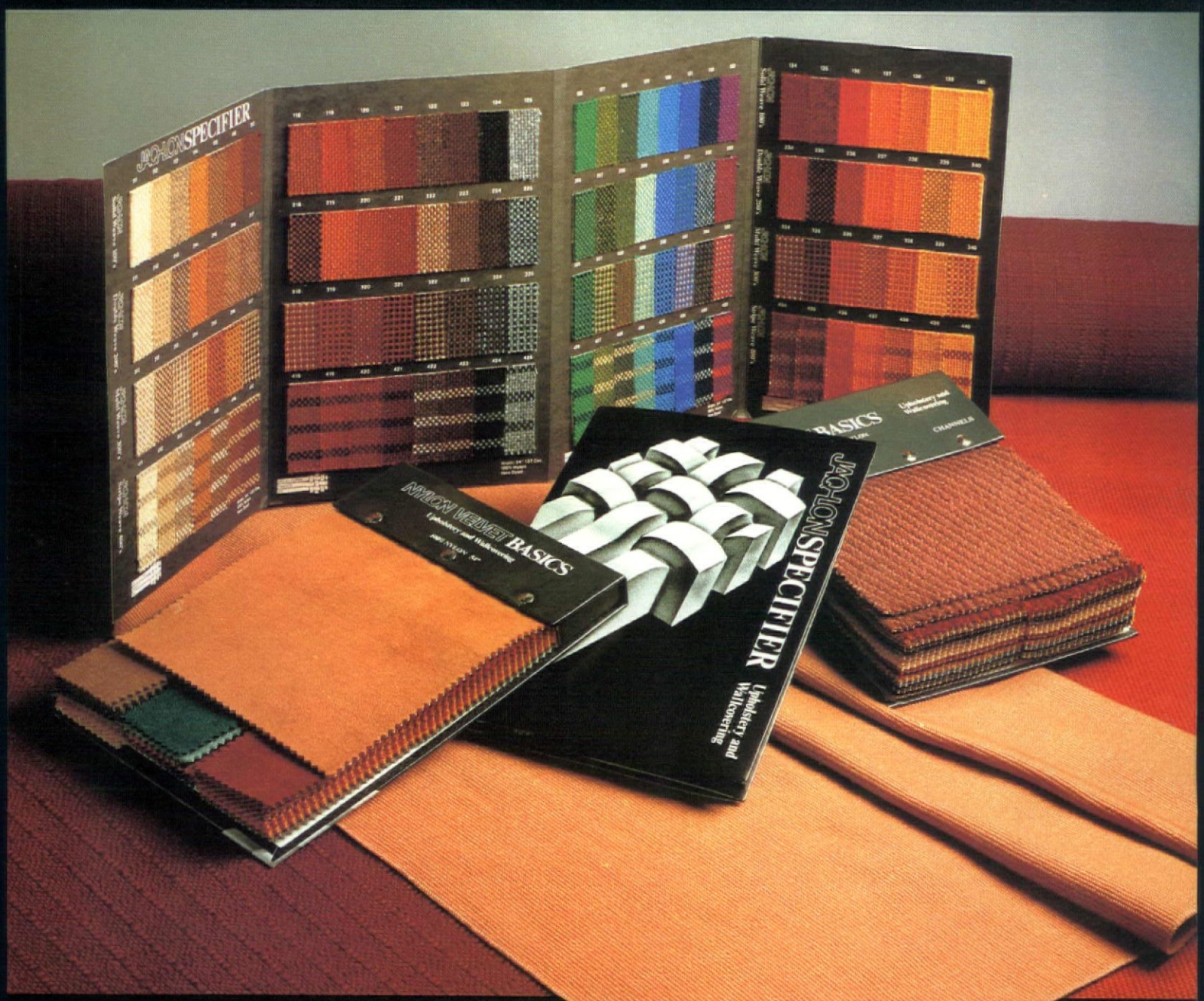
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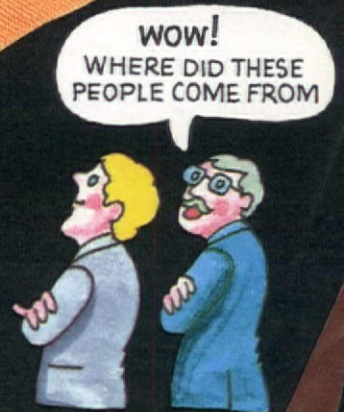


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Quick study in contrasts

Dear Editor: I do not know which is funnier, the cartoon on page 44 of your June '81 issue or the two photos on page 124 of the same issue which bear the caption, "National Institutes of Health has upgraded corridors in several areas of its buildings. This hospital corridor shows contrast before and after carpet was installed."

In addition, the walls were painted brighter and in one color. Further, the lighting system was changed. The presence of hospital personnel breaks up the tunnel effect obvious in the "before" photograph.

They used to sell storm windows this way. I think you are insulting the intelligence of your readership with this. I must also add I do not really believe it was done purposefully and it would be nice if you undid it in your next issue.

ARNOLD J. LERMAN
Task Floors Inc.
New York, NY

Editor's note: The before and after pictures, supplied by NIH, were meant to illustrate total redesign, not just the addition of carpet. Certainly, no deception was intended.

Views from fans of open plans

Dear Editor: Please accept this brief note expressing my admiration for your super issue (July '81) incorporating the Ninth Annual Open Specifiers Guide. It is obvious that you spent a great deal of time and effort in assembling this information. I do not have to tell you how useful it is to those of us who specify in the contract market, particularly in New York City, with its scattered sources.

Keep up the good work!

R. MICHAEL BROWN
National Communications Chairman
American Society of Interior Designers

Dear Editor: We at Wegman Construction Co. were genuinely excited to see this year's very comprehensive Open Plan Specifiers Guide in the July issue.

Your article did, however, overlook that there are good, qualified open plan installation specialists located in every geographical area of the country. This enables firms using the open plan to have a "local" installation company nearby.

MYLES S. WEGMAN
Vice president
Wegman Construction Co. Inc.
Cincinnati, OH

Editor's note: CONTRACT has uncovered a number of installation specialists to be included in the January Directory issue.

Magazine aim hits the mark

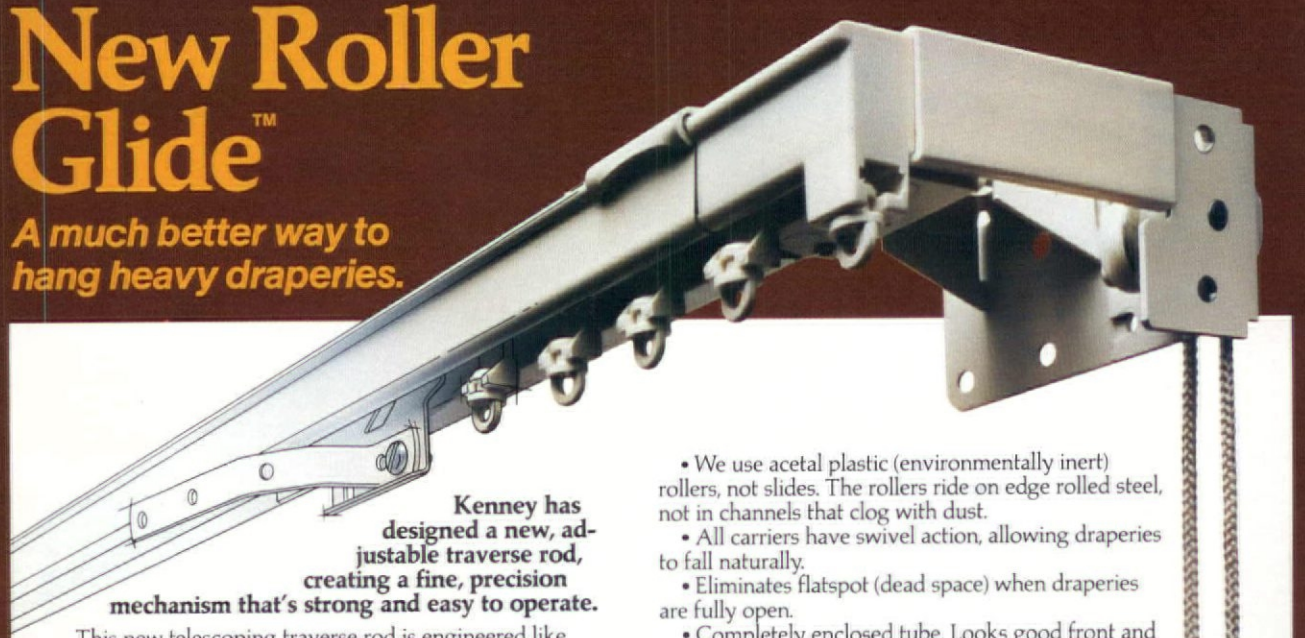
Dear Editor: I really enjoy your magazine. It addresses the market and products available.

PATRICIA A. BENDER
Director of Interior
Pickle Architects
Dallas, TX

Direct comments to:
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This new telescoping traverse rod is engineered like an Alpine ski lift. It gives perfect support, even with the heaviest energy-saving draperies, and you get straight drapery hanging, with no header toe-in.

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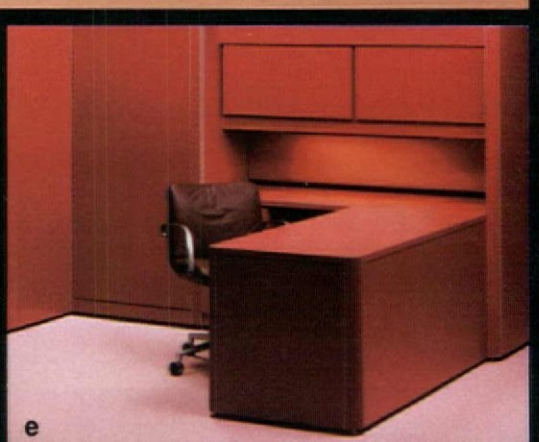
probber


a


b


c


f


e


d

Individualize your next important project within the secure parameters of a thoroughly proven executive furniture system.

The key to Advent III 'Customization' lies in the selection of materials, details, surfaces and accents. For example, the 'Transitional' executive arrangement (a) was customized for an important financial institution using dark African mahogany veneers, antique bronze accents and solid mahogany cove corners (b). While respecting tradition, the furniture discreetly conceals the most up-to-date electronics.

A 'Conservative Modern' statement (c) for companies making the bold leap from conventional desks to fine wood systems furniture, features solid oak caps and posts, bronze details and a warm Auburn-on-Oak finish. Prudent. Solid. Sensible. And, with all of Advent III's operational advantages intact.

The 'Post-Modern' theme (e) is for a prestigious fashion/cosmetic conglomerate responsive to current trends. It features fluted 'Post-Modern' posts and silver accents (d) which echo today's nostalgic drift in architecture. One can easily imagine fashionable pinks, mauves and aquas differentiating the lipstick division from powders. Powders from perfumes. Perfumes from lotions. And so on.

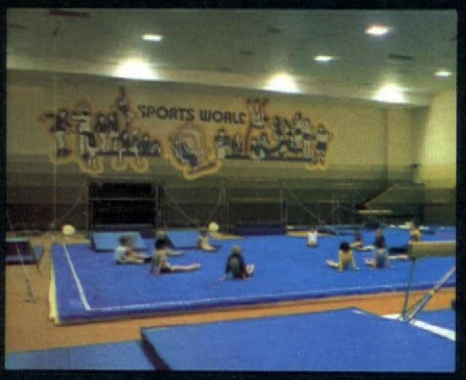
Probber's classic Advent III in neutral Greige (f) reflects the taste of the purist for whom perfection lies in simplicity of form. Paradoxically, this very simplicity is the perfect foil for effecting stylistic changes.

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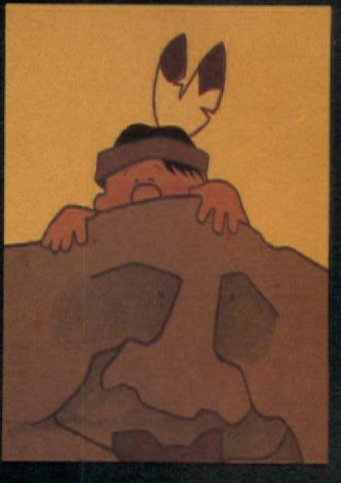












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66th IHMR show names Gold Key contest winners, features expanded seminar program, November 8-11

NEW YORK—Winners of the Gold Key Awards for Excellence in Interior Design contest will be announced at the International Hotel/Motel & Restaurant Show, November 8-11.

The contest, sponsored by the American Hotel & Motel Association, has 10 finalists in the categories of Dining Area/Restaurant and Guest Room design. Finalists' work will be displayed at the New York Coliseum show in a special "Designs for the '80s" gallery theme area, created by Moya Manaserro, Corrigan Designs Inc., New York City, who has coordinated activities.

Attendance to exceed 50,000

Of the 10 finalists, two will be selected for top recognition at the event.

More than 50 designers participated in the competition, many representing design firms in the U.S. and Canada.

This year marks the 66th annual convention of the association. Attendance is expected to exceed 50,000 and there will be 650 exhibitors. Co-sponsors of the event are the New York State Hotel & Motel Association and the Hotel Association of New York City.

An extensive seminar program will be included in the show. Among the noteworthy topics to be covered are,

(Continued on p. 20)

IHMR Gold Key award winners in 2 categories

Dining Area/Restaurant

Croxton Collaborative, Architects
Design Concepts Inc.
Diversified Interior Design Inc.
IGS Design/div. Smith, Hinchman & Grylls Assoc. Inc.
Westin Services

Guest Room

B. Eric Bron Associates
H. Chambers Co.
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Servico Management Corp.







Robert MacNeil of "MacNeil Lehrer Report," PBS television, will address the International Hotel/Motel & Restaurant Show on Monday, November 9. Interiors by Design Concepts Inc. (top) and B. Eric Bron Associates are among 10 finalist entries in the IHMR Gold Key contest to be displayed at November show in New York.

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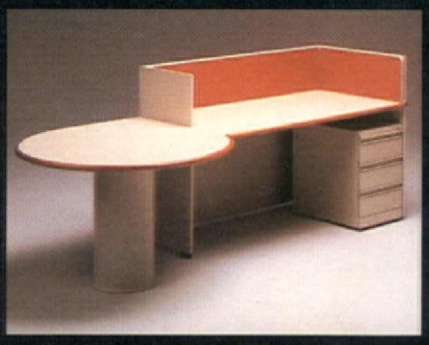
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Double a work surface, expanding it left, right, forward, or backward.

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At a surprisingly affordable price, Marcatré is as beautiful as it is functional. The acclaimed Italian architect, Mario Bellini, has designed Marcatré in Roman oak veneer combined with gray, white, or beige laminates.

It's truly a fine furniture system that works. After all, fine furniture is what ai is known for. And, as with Marcatré, the more things change, the more they are the same.

For more information about Marcatré write or visit Atelier International, Ltd., 595 Madison Ave., New York, New York 10022. Phone (212) 644-0400. Additional showrooms in Chicago, Dallas, Houston, Los Angeles, and Seattle. Member ASID, IBD, BIFMA.

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Chances are, you look very closely at carpet fiber, texture, and face in your search for a carpet that will look good and wear well for a long time.

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Fortunately, there is a unique alternative. VORACEL* urethane unitary carpet backing. From Dow Chemical U.S.A.

VORACEL backing is unlike other types of carpet backing. It is applied directly to the primary backing during the manufacturing process. So the urethane thoroughly penetrates the yarn tufts and locks them in, to form a totally integrated carpet.

The result is a dramatically longer wearing carpet.

For example, carpet with VORACEL backing and other backings were subjected to tests simulating grueling office traffic and wear. When all the other samples had either delaminated or shown signs of wear, the carpet with VORACEL backing was tested 30% longer — and still showed no measurable signs of wear.

The reason is the strength of urethane tuft lock. That's why fibers won't pull out. Edges won't ravel. Seams and repairs are virtually invisible.

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All of these benefits contribute to exceptional wearability. That's one reason why thousands of yards of carpet with VORACEL backing have been installed in offices, airports, schools and lodging facilities — even in sports arenas.

Look at the facts behind VORACEL backing, you'll see the proof for yourself.

Write for our free brochure: Dow Chemical U.S.A., Organic Chemicals Department, 9008 Building, Midland, Michigan 48640. Or call toll-free: (800)248-9160. In Michigan: (517)636-6251.

Or, contact one of the mills offering carpet with VORACEL backing:

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Shaw Industries (404) 278-3812
Trend Carpets (404)291-5000
Wunda Weve Carpets (803)298-9116

VORACEL carpet backing. Without it, even the best fiber may not be enough.

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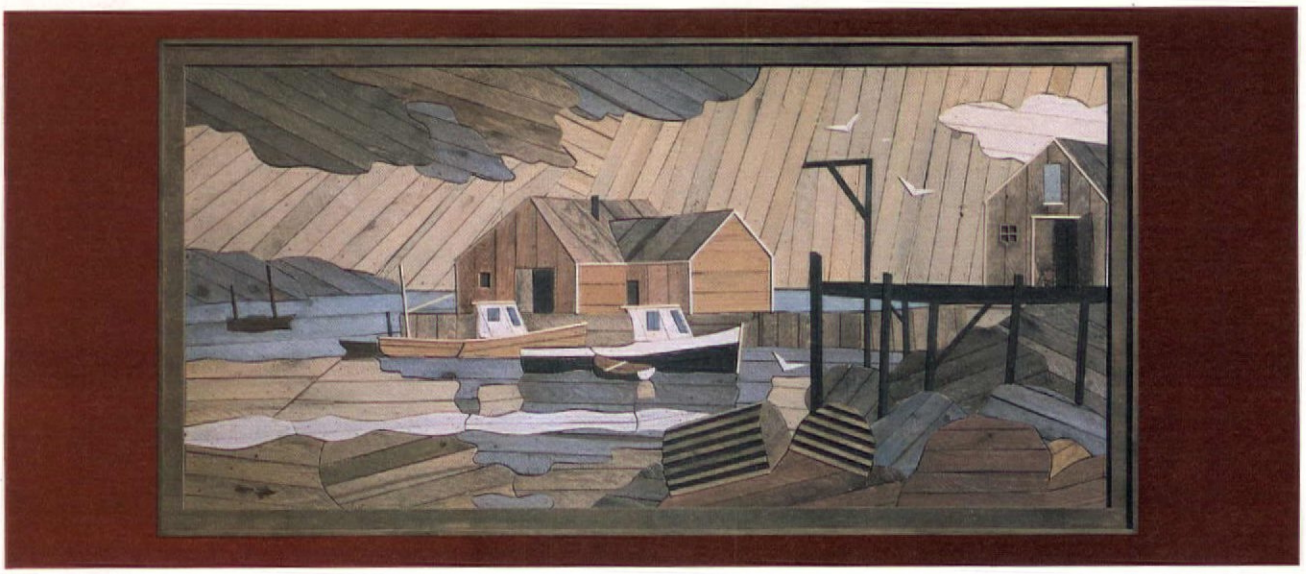
The urethane VORACEL backing penetrates the yarn tufts and locks them in. That produces a totally integrated carpet with high tuft lock and exceptional wearability.

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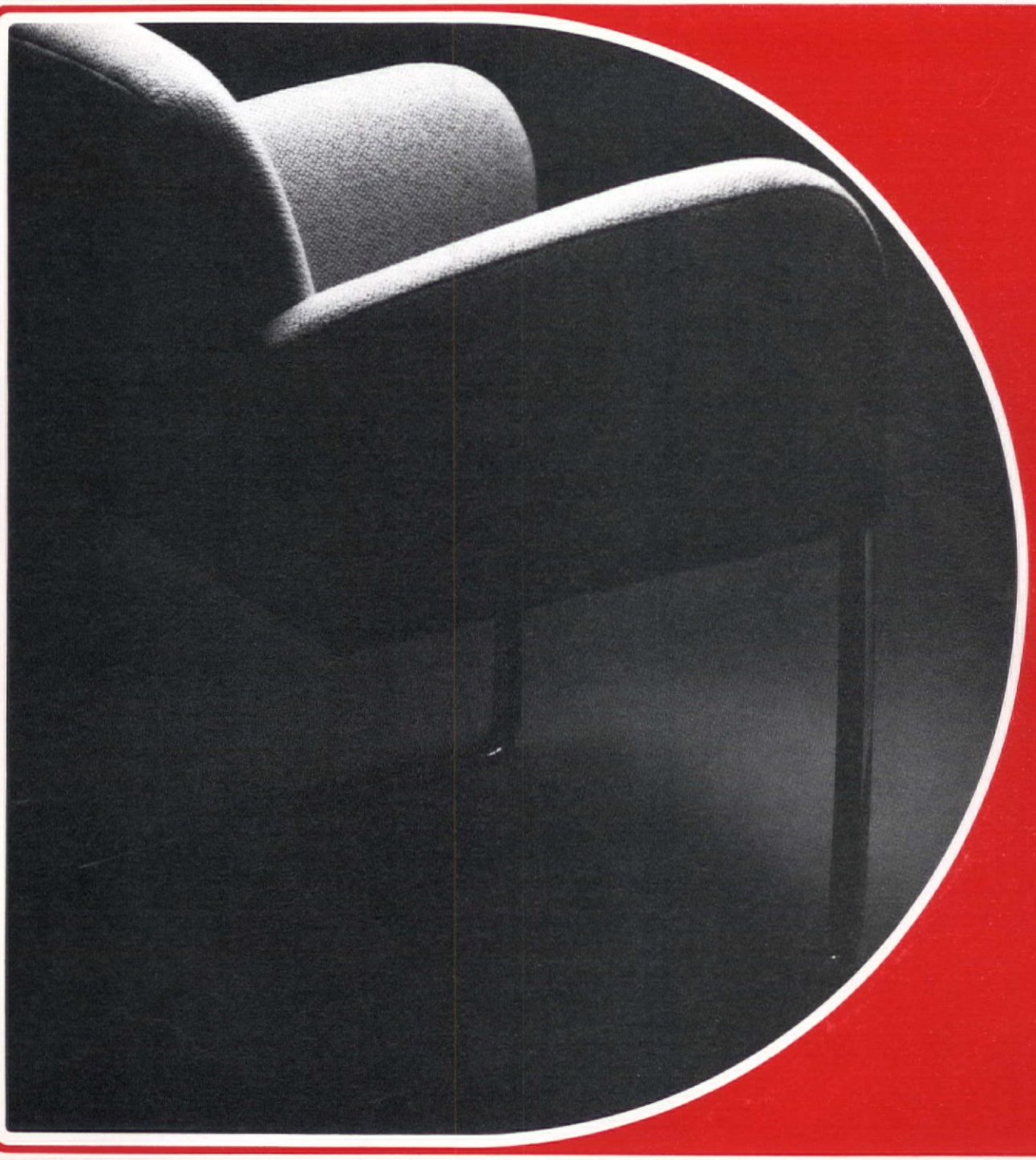


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The lamp, set in front of the oversized picture window on a drum shaped, marble-topped table sets the tone for luxury, fantasy, and the unique Palace experience. I think it is the perfect choice."

Beautiful Lighting by Murray Feiss in the New Helmsley Palace Hotel, N.Y.C.

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Several winners in ASID contests receive recognition

St. Louis—Five products received ASID *International Product Design Awards* during the society's 1981 national conference, recently.

Award winning designs included "Mira Contract 86," broadloom carpeting; Rudd's multiple-seating Rabbit Program of stamped, welded steel; Everlast upholstery and panel fabric; Berbereau Check acrylic carpeting; and Pyro Duo, fire retardant fabrics.

Recipients of the awards were, respectively, Verner Panton, Mira-X; Alan Von Eggers Rudd; Irma Kukkasjarvi, Everlast, Rudd Textile Div.; Robert V. Dale, Karastan Rug Mills; and Hazel Siegel, Design Tex Fabrics Inc.

Jack Lowery, ASID president, honored the five designers during special conference ceremonies.

In another ASID-affiliated contest, eight designers were awarded for their creative use of illumination in the fifth annual *Lighting Design Competition*.

Sponsored by McGraw-Edison Co., Lighting Products Div., the contest draws attention to the importance of lighting as a basic element in design.

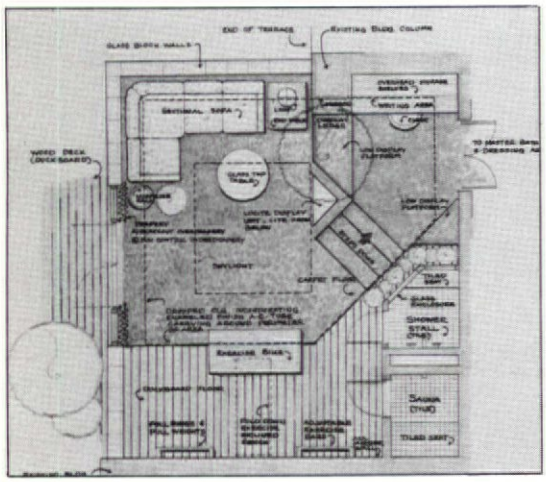
Contract projects receiving awards featured unusual applications of McGraw-Edison's Halo Power Trac Lighting System. They include:

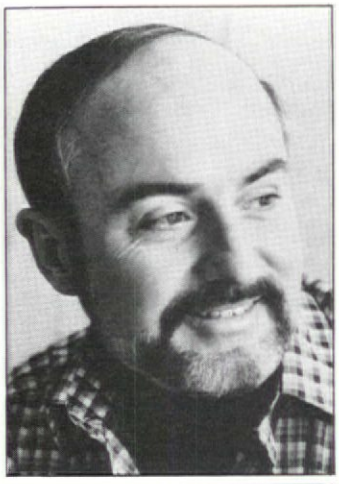
- Oriental art showroom by Pat Plaxico, ASID, The Alderman Co.
- Office design by Vaike Radamus, ASID, General Office Products Co.
- Restaurant, by Eve Stevenson, student, Interior Architecture Dept., University of Oregon at Eugene.
- Open office space, James K. Snavley, student, School of Design, University of Cincinnati.

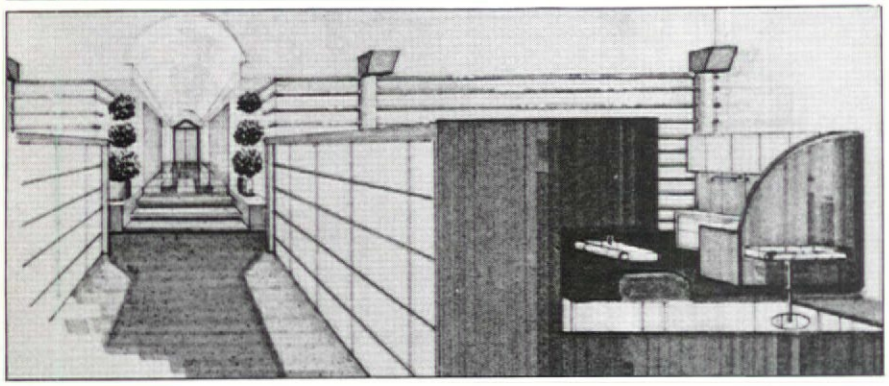
Other designers receiving ASID recognition were finalists of the fifth annual *ASID/Barcalounger Awards Competition*.

The joint awards program is intended to stimulate designer interest in fashionable motion seating. Winners named were:

- Robert J. King, King Interiors, New York; first prize.
- James M. Isola, Interior Design Group, Palo Alto, Calif.: second prize.
- Raul Morillas, interior designer, Macy's Herald Square Design Studio, New York; third prize.







Exercise/relaxation area (top, left), designed by Robert J. King (top, right), won first prize in annual ASID/Barcalounger contest. Open office space (above) by James K. Snavley, was winner in ASID/McGraw-Edison Lighting Design competition.

IBD charters 25th chapter in Wisconsin this month

Milwaukee—A 25th chapter of the Institute of Business Designers (IBD) will be chartered during a November 6 meeting at the Olympia Resort, Oconomowoc, Wisc.

That session will launch the Wisconsin chapter of IBD with a special program on "Systems: a perspective." Participants in the program will be David Cooke, FIBD, national president of IBD; Carol Franklin, IBD, Carol Franklin Assoc., Leonia, NJ; a representative of the Facilities Management Institute, Zeeland, Mich.; and Len Corlin, editor, co-publisher of CONTRACT magazine.



When IBD charters 25th chapter, Len Corlin, associate publisher and editor of CONTRACT magazine, will be keynote speaker.

Several systems furnishings manufacturers will supply mock-up workstations (prepared to meet the chapter's specifications). These will be evaluated by participants. For more background on the chapter meeting, contact IBD Wisconsin Organizing Chapter, 3033 N. Hackett Milwaukee, WI 53211.

Energy show created for end users at Expocenter

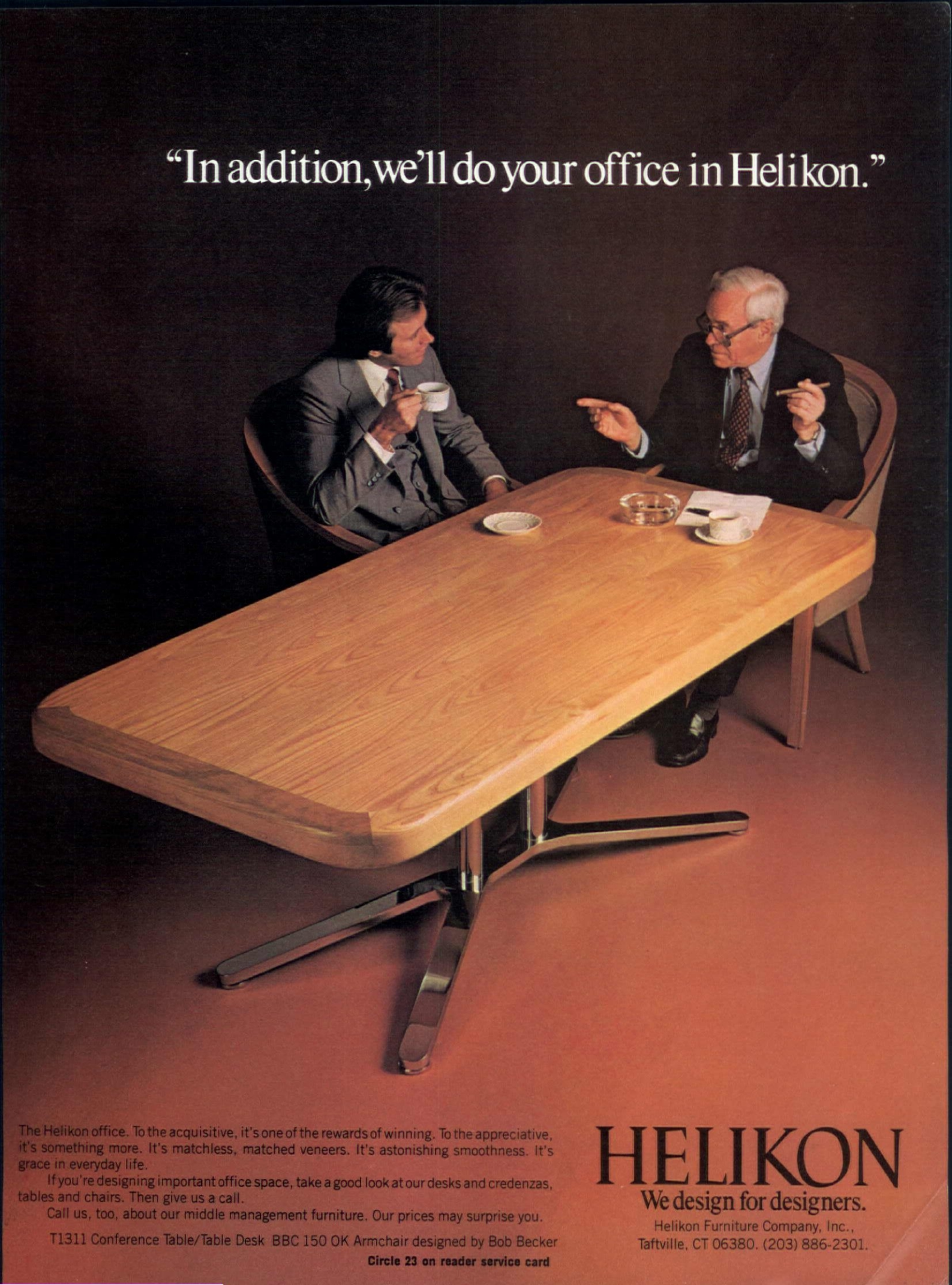
Chicago—The first energy show geared to the end user is scheduled for November 10-12 at the new Expocenter, Merchandise Mart complex.

Practical solutions to energy problems will be explored, including:

- computerization.
- water conservation.
- in-plant reclamation.
- insulation retrofitting.
- heat-from-lighting systems.
- energy auditing.

For full details on the show, contact Expo Management Inc. 312/329-1191.

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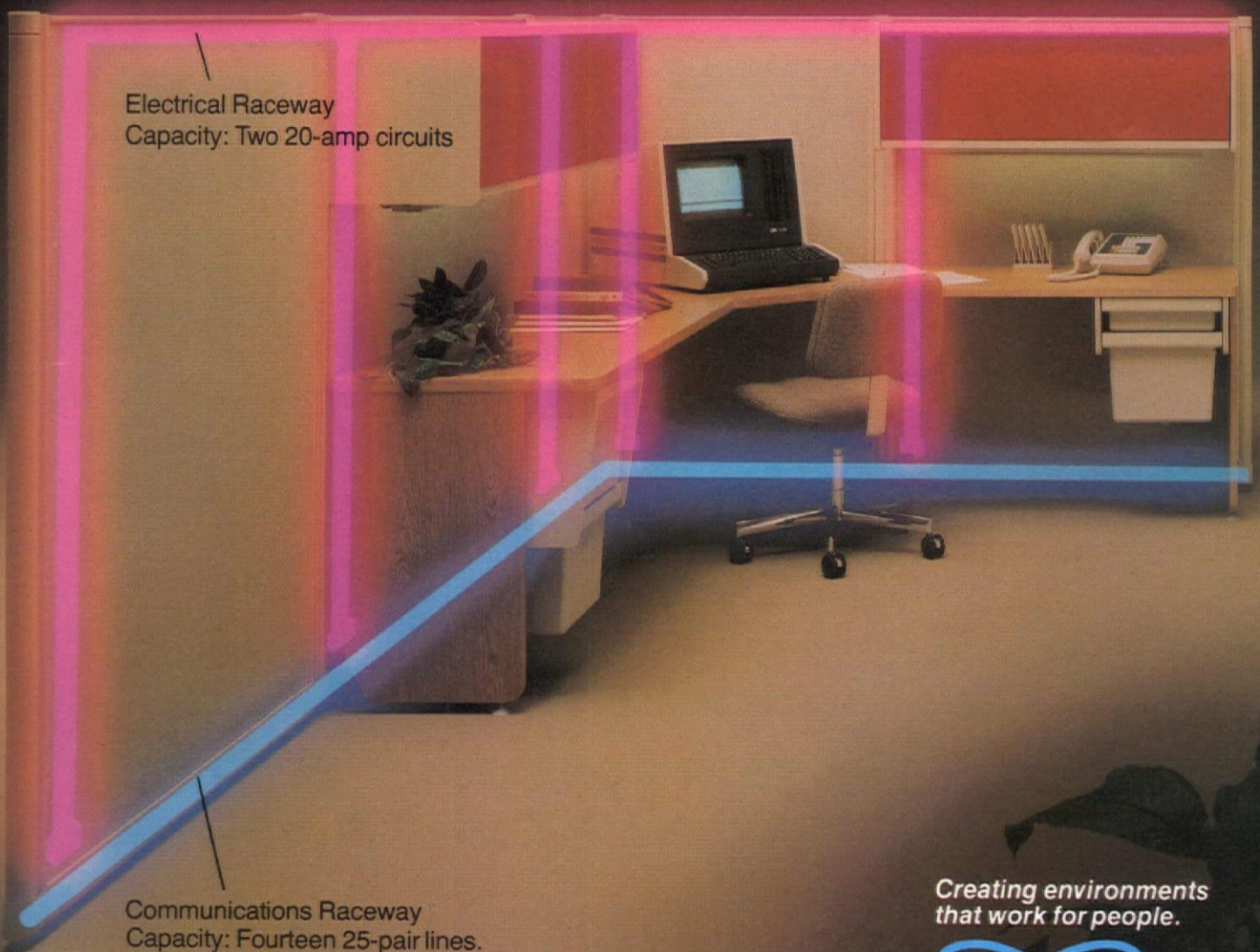
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Detail: Paradigm chair with mirror chrome and suede leather. Designer: Richard Schultz.

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GRAND RAPIDS

100 exhibits, 14 workshops to launch Lighting World

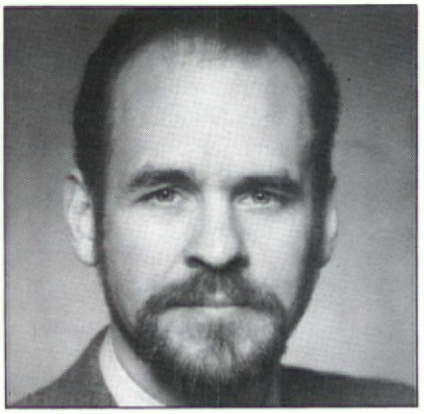
New York—After a start postponed by a fire in the Statler Hilton Hotel, the first advanced illumination exposition and conference, Lighting World International, will be held December 7-9 at the Sheraton Centre.

It will feature over 100 exhibits, 14 seminars, and an awards program.

The event is co-sponsored by the International Association of Lighting Designers (IALD) and the Northeast Region and New York Section of the Illuminating Engineering Society (IES). It is geared to lighting designers, architects, engineers, contractors, and all other specifiers of lighting products and systems.

Seminars, tailored to the latest developments in lighting technology, design, and codes, will include a presentation on, "Lighting and Wiring for the Open Office Plan."

This seminar will feature two speakers: James Nuckolls, president, Incorporated Consultants Ltd., and Ken Reuter, marketing manager, AMP Special Industries. Moderator is Len Corlin, co-publisher and editor, CONTRACT magazine.



"Lighting and Wiring for the Open Office Plan" is Lighting World seminar topic presented by James L. Nuckolls, president Incorporated Consultants Ltd., (shown) and Ken Reuter, marketing manager, AMP Special Industries.

"Task/ambient lighting—is it limited to furniture?" will be addressed by Nuckolls. In the second phase, Reuter will outline, "Flat wire, new source of wiring flexibility in the open plan."

The convention reflects the concerns of illumination design professionals who recognize that good lighting applications enhance productivity, environmental esthetics, and energy conservation. In fact, the latter topic will be the focus of a seminar led by Dorothy H. Cronheim, lighting program analyst with the U.S. Department of Energy.

December's program features an expanded offering of the previously-cancelled April program, with more seminar leaders and exhibitors participating. In addition to those seminars mentioned, topics and speakers for the program include those listed below.

PROGRAM-AT-A-GLANCE

"The Affective Value of Lighting." James L. Nuckolls, IALD; president, Incorporated Consultants Ltd.

"Perception & the Manipulation of Space with Light." Raymond Grenald, AIA/IALD, president, Raymond Grenald Assoc.

"Selecting Lighting Systems." Thomas M. Lemons, P.E., FIES, IALD; president TLA - Lighting Consultants Inc.

"Beyond Task Ambient Lighting." Alfred

(Continued on pg. 38)

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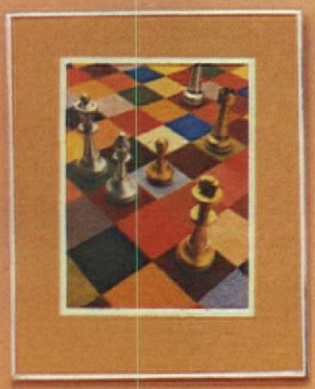


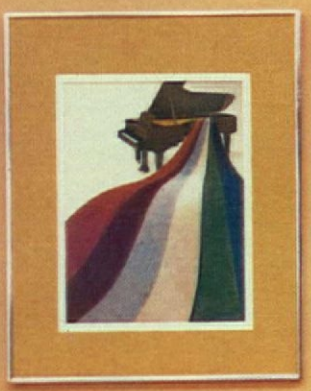
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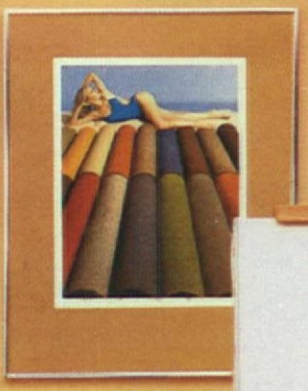
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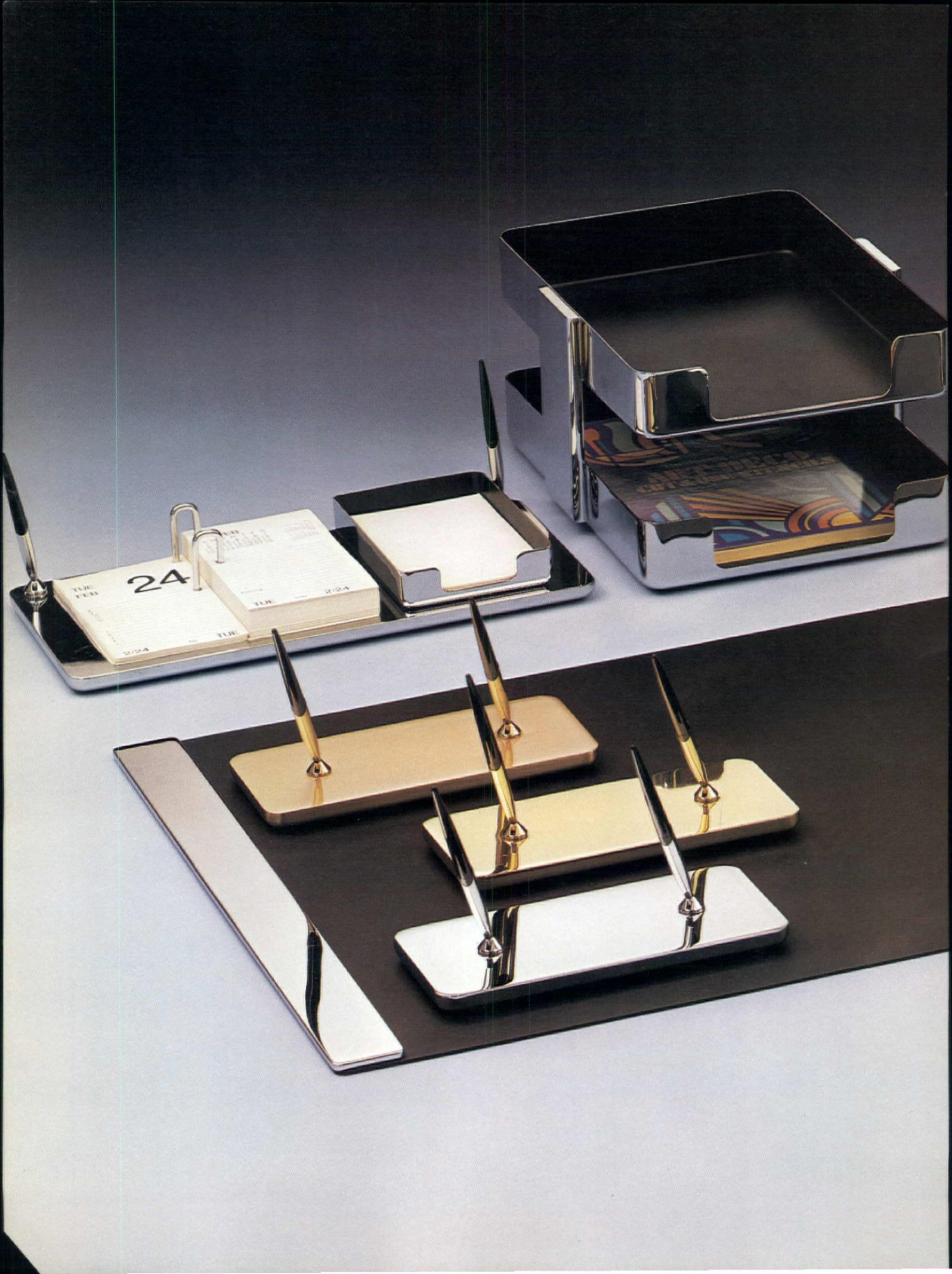
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LIGHTING SHOW *continued from pg. 32*

O. Scholze, MIES, IALD; president Alfred Scholze Assoc. Inc.
"Lighting: For People or Media?" Jules G. Horton, PE, IALD; president Jules G. Horton Lighting Design Inc.
"Lighting Design for the '80s." Lesley Wheel, IALD; president, Wheel-Gersztoff Assoc. Inc.
"Lighting, Energy, and Energy Codes." Clarence Tsung, BSEE, NEE, DEE; president Clarence Tsung & Assoc. Kenneth Schmieder, PE, BEE, MEE; associate partner, Flack & Kurtz Consulting Engineers. Mike Gilford, PE, SB, MS; vice president, Gilford, Deringer & Co.
"Daylighting." Steven Selkowitz, staff scientist, Lawrence Berkeley Laboratory.
"Illumination, Calculations and Computer Programs." William Brackett, analyst, Applied Software Analysis.
"Lighting for Theater and Entertainment." Nathan Sonnenfeld, principal, Sonnenfeld & Co. H & V Electric Sales Agency. Roger Morgan, principal, Roger Morgan Studio Inc. A. Carlton Winckler, senior production consultant, Imero Fiorentino Assoc. Inc.
"Lighting Design Educational Opportunities." Lee Watson, president, U.S. Institute of Theater Technology, Purdue University. James Nuckolls, Parsons Lighting Institute.
"Color and Illumination." Dr. William A. Thornton, Westinghouse Electric Corp.

In addition to the business program, several social events will be held. These include the Lighting World Gala Banquet, Richard Kelly Scholarship Luncheon, IALD Annual Meeting Luncheon, and exhibitor cocktail mixers. Tours of New York City lighting installations are scheduled as well.

For more details on these seminars and other events of the show, contact: Exhibit Manager, National Expositions Co., 14 W. 40 St., New York, NY 10018; 212/391-9111.

Wallcoverings show suspended indefinitely

Stamford, Conn.—Wallcoverings '82 has been suspended indefinitely, according to show sponsor Martin A. Johnson.

He explains that the show failed to gain sufficient support for its next annual presentation. Although the group drew 150 exhibitors and 4,000 attendees for March conventions in '80 and '81, attendance flagged for the third congress in '82.

NEMA creates Emergency Lighting Section for life safety

Washington, D.C.—Increased interest in personal safety during emergency evacuation of buildings has spurred the National Electrical Manufacturers Association (NEMA) to form the Emergency Lighting Section.

Prime emphasis will be to develop a uniform standard for emergency lighting equipment and its applications. The group will work with standards and code making bodies. Contact Robert Gorman, NEMA staff representative, at 202/457-8400.

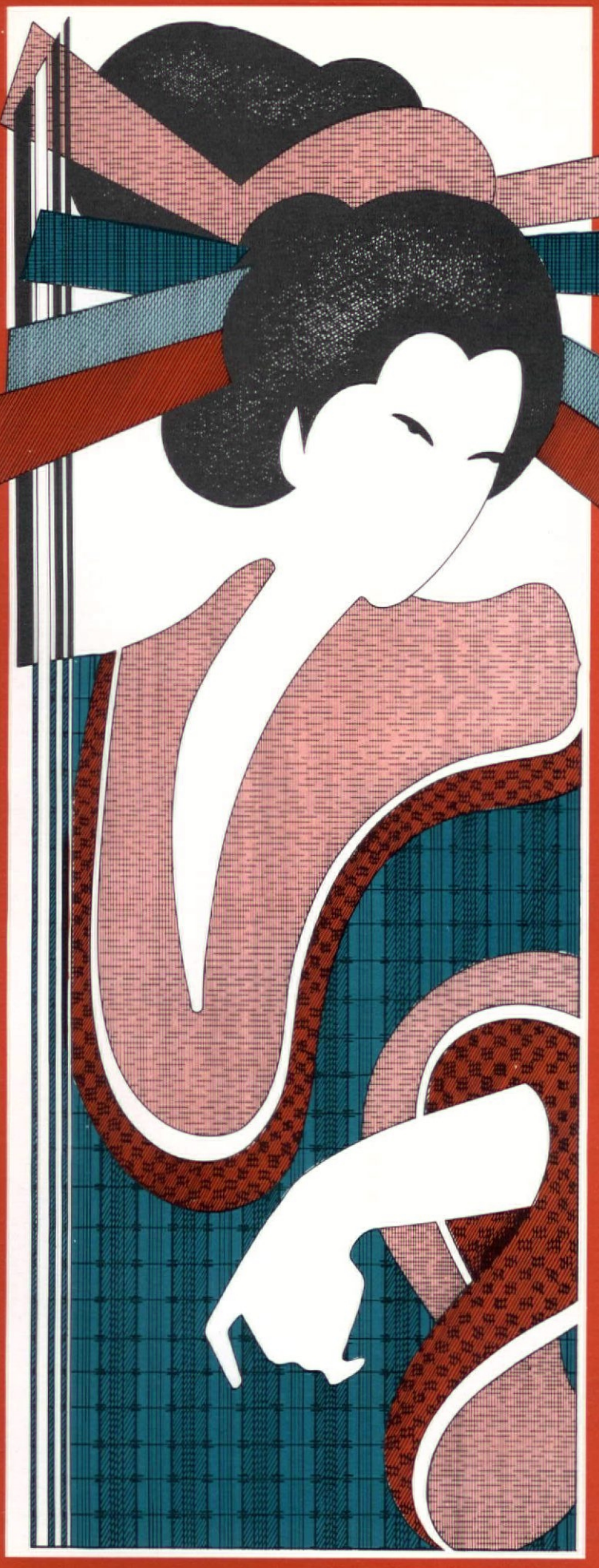
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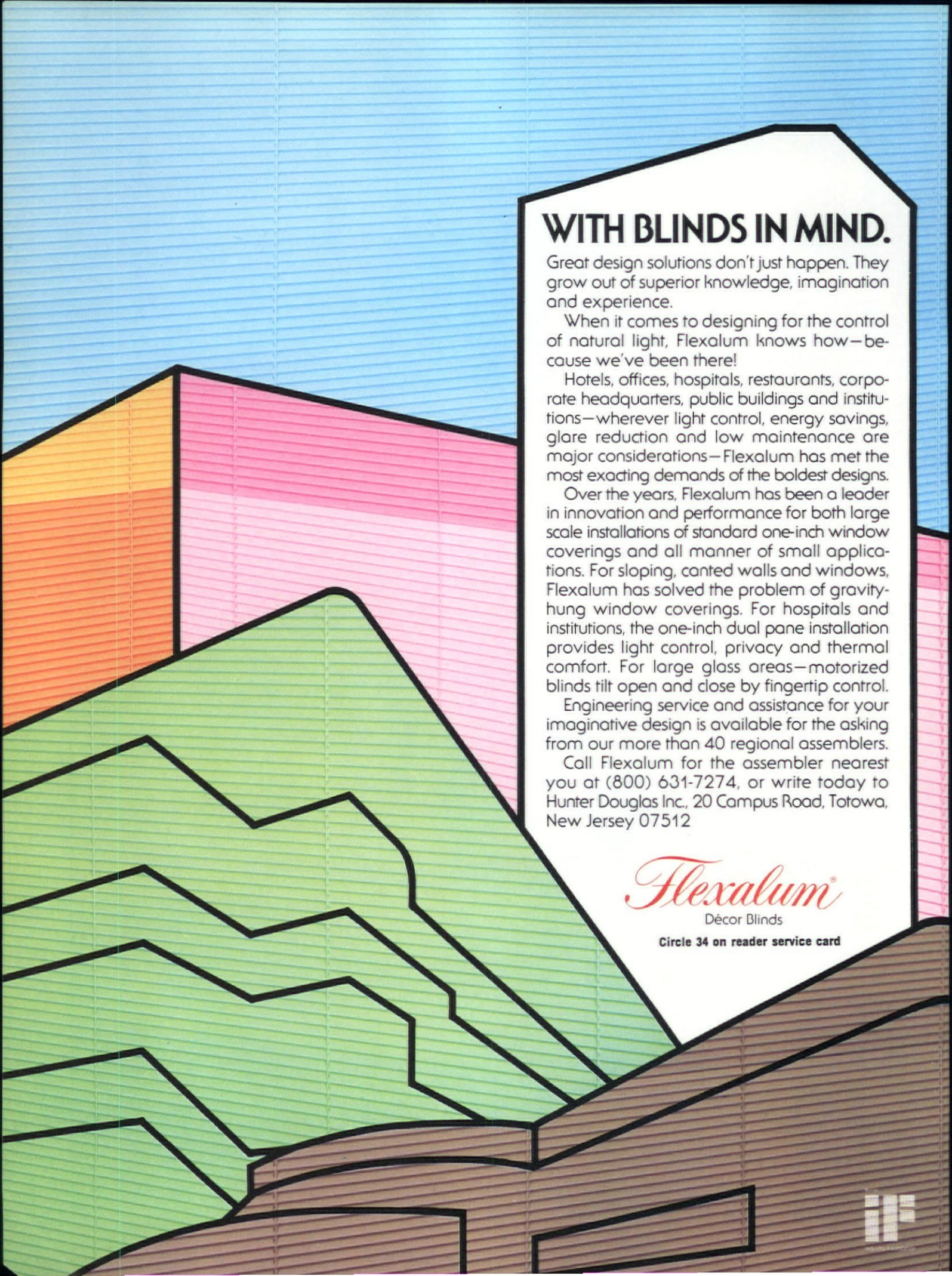
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- ☐ Please have a representative contact me.
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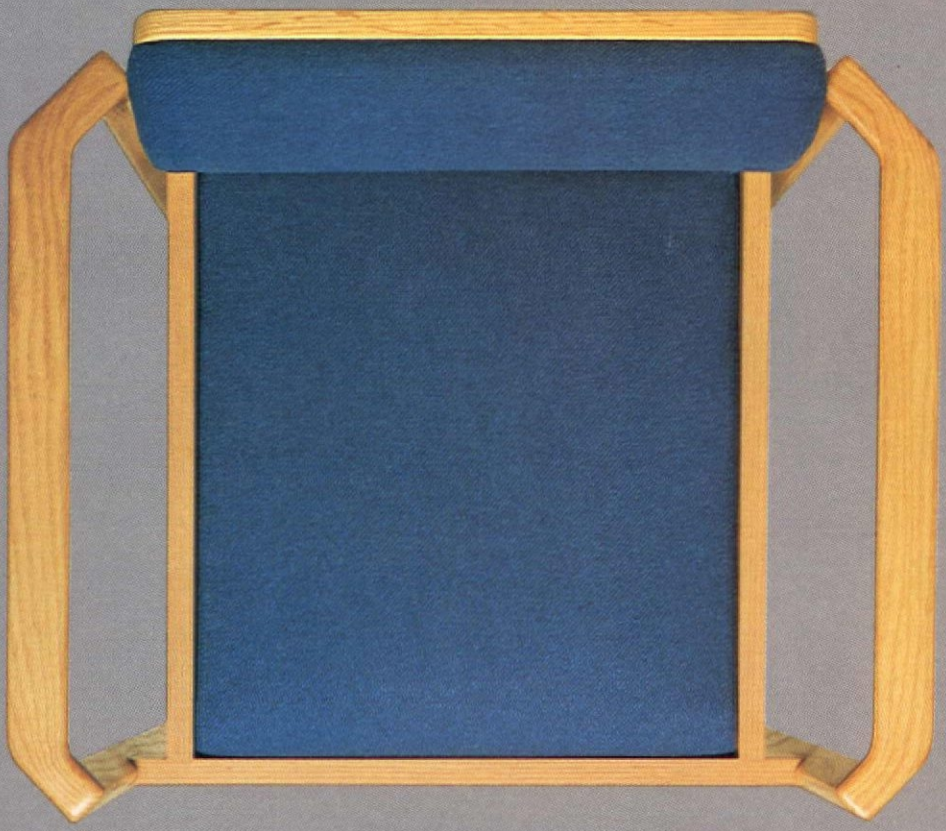
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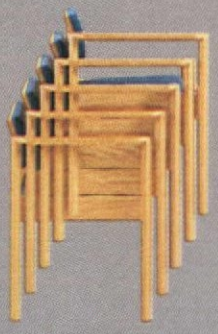
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New Assignments: Kling Partnership to design for du Pont

Kling Partnership, Philadelphia, has been selected to design a 250,000-sq.-ft. research building and a 100,000-sq.-ft. expansion of an existing plant research building for the **duPont Company** ...**John Portman & Associates** and **Marriott Corp.** will jointly construct an 1,800-room, $190-million luxury convention hotel in Atlanta's Peachtree Center...**Hague-Richards,** Chicago, has been retained to provide interior design services for **Spectrum Center,** a 1.7-million-sq.-ft. office development in Quorum, Tex. ...**Valerian Rybar & Daigre** has been commissioned by **Trusthouse Forte Ltd.** to redesign public spaces of the **Hotel Des Bergues,** Geneva, Switzerland...**Interspace/Orlando,** div. Interspace Inc., will provide interior design for various **Com-Banks** facilities located throughout central Florida. **Helman Hurley Charvat Peacock** are architects...**Holiday Inn Inc.** has retained **Russell, Martinez & Holt, Architects,** to design a 307-room Holiday Inn Miami Airport Hotel...**Cupples Product, div. of H.H. Robertson Co.,** has been awarded a contract for more than $9 million to supply and erect a custom aluminum and glass curtain wall system for a high-rise office building in Boston...**Team 70 Architects Inc.,** Minneapolis, is designing new executive offices for **Cray Research, Inc.** ...**Robison & Associates,** Coral Gables, has been retained by **Rubin, Baum, Levin, Constant, Friedman & Bilzin** to design its new law offices...**Sylvia Winters Associates** has been selected by **McKellar Development Corp.** as project designer for Villa Europa, an 81-unit condominium project for La Jolla Village Park ...**Jain Malkin Inc.,** La Jolla, has been awarded a design contract for La Jolla's **Whittier Institute,** a 15,000-sq.-ft. triangular structure.

Kling/Interior Design, Philadelphia will handle space planning and design for **Community College of Philadelphia** and **GE's Microelectronics Center,** Durham, N.C. ... **3D/International,** Houston, has been commissioned to provide master planning, infrastructure design, and landscaping for **Medina Housing,** Saudi Arabia. Construction has begun on 336,000 sq. ft., trapezoidal office tower for Williams Realty....**Janet Schirn,** Chicago, has completed design of public areas in a $25 million, six-block renewal project, **The Parkways,** incorporating 20 three-story buildings in Chicago.

Kiraly, Chalmers & Associates, Eagle Rock, Calif. and **Judith Rand Interiors,** Santa Ana, are finishing reconstruction on **Church of the Open Bible,** Tujunga, C.A....**Neville Lewis,** N.Y. will plan and design **Duquesne Light's** corporate headquarters, Pittsburgh....A joint venture by **Post, Buckley, Schuh & Jernigan,** Jacksonville, **Finch-Heery,** Atlanta, and **Morales & Shumar,** Jacksonville, will provide services for a $9.8 million renovation of 40 yr. old Gator Bowl.

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Introducing A Working Color System For The Working Professional

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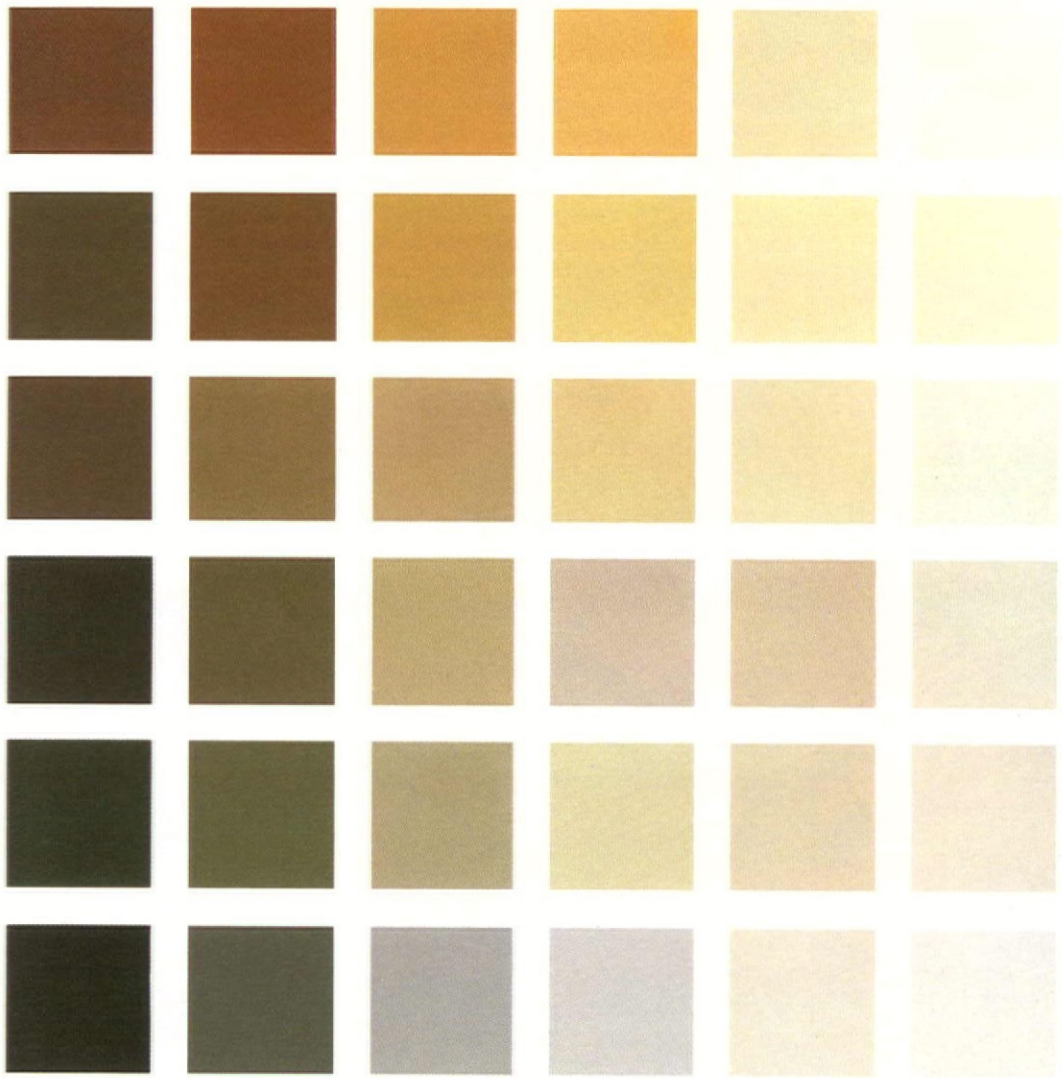
The Chromatics



Formica Corporation Presents The Color Grid™

A Working Color System For The Working Professional

The Neutrals



The Color Grid. A solid color system based on solid design thinking. 72 carefully integrated colors arranged in two grids: The Chromatics and The Neutrals.

The Color Grid was developed by our design staff and the distinguished designers and architects of our Design Advisory Board. People who understand color and the needs of professionals making color decisions.

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The Color Grid. At last, a working color system for the working professional.

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Circle 76

FORMICA® BRAND
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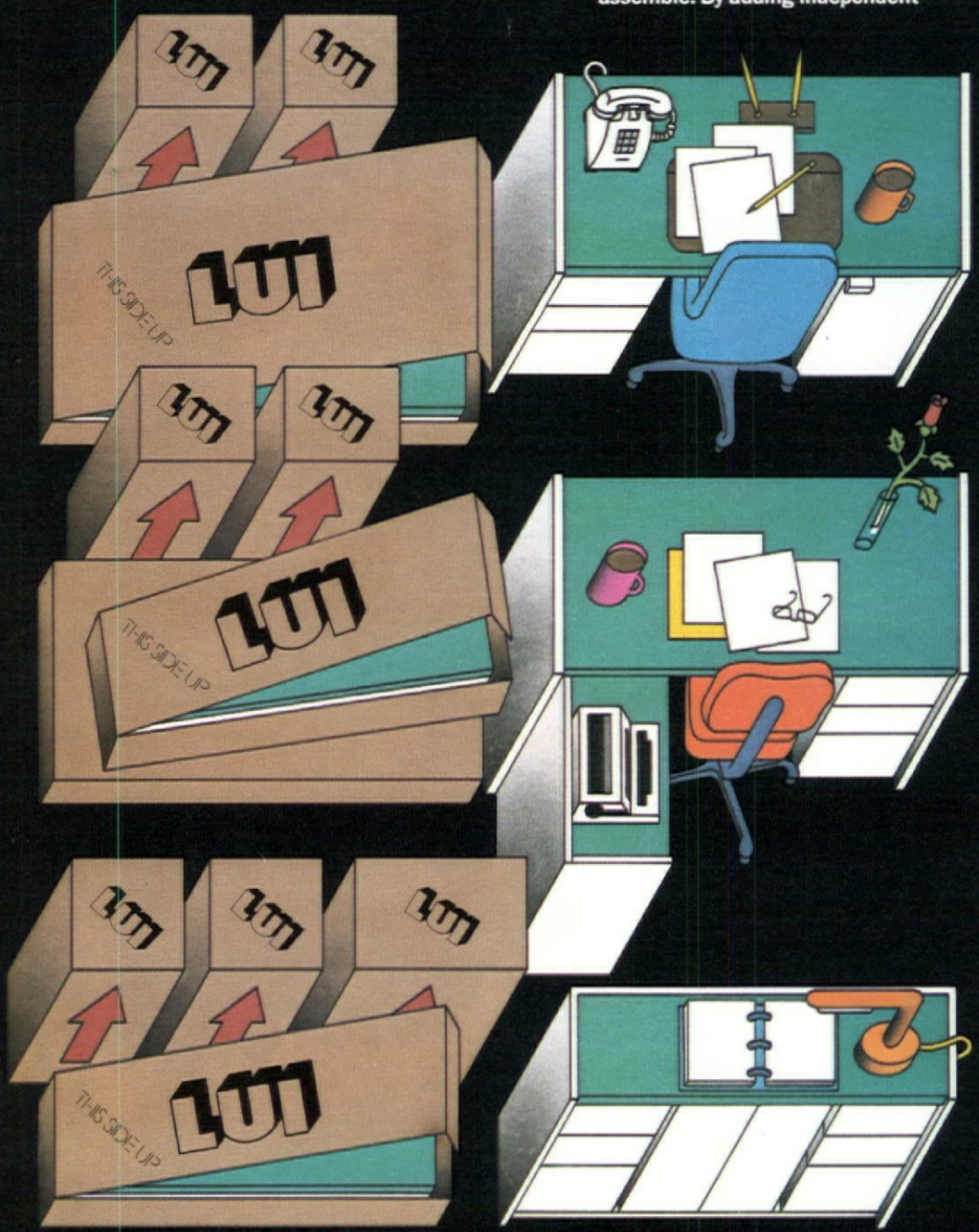
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The most versatile office desk system to come in a box.

The K desk. A new concept in a flexible office unit. It's small on space. Big on function. The K desk compact shipping design saves one-third the warehouse space. This allows you to store more desks in less space. Its small size doubles truck capacity and allows 5 or 6 desks to fit in any elevator. This makes for easy delivery. And reduces handling damage. Set up is a snap. The nuts and bolts of it is, there are no nuts and bolts. It only takes one screwdriver and five minutes to assemble. By adding independent modules to your basic unit, you can create a variety of functional configurations.

Create the executive desk. It's comprised of a basic unit plus two functional modules. Or the executive credenza. A basic K desk unit plus two or three modules, including drawers, files, and cabinet. With the K secretary desk, you don't have to know your left from your right. The flexibility of your basic desk gives you the option of a left or right return. And all of these functional pieces are available in creative colors. From subtle pastels, bold solids and patterns, to rich wood grain and leathers.

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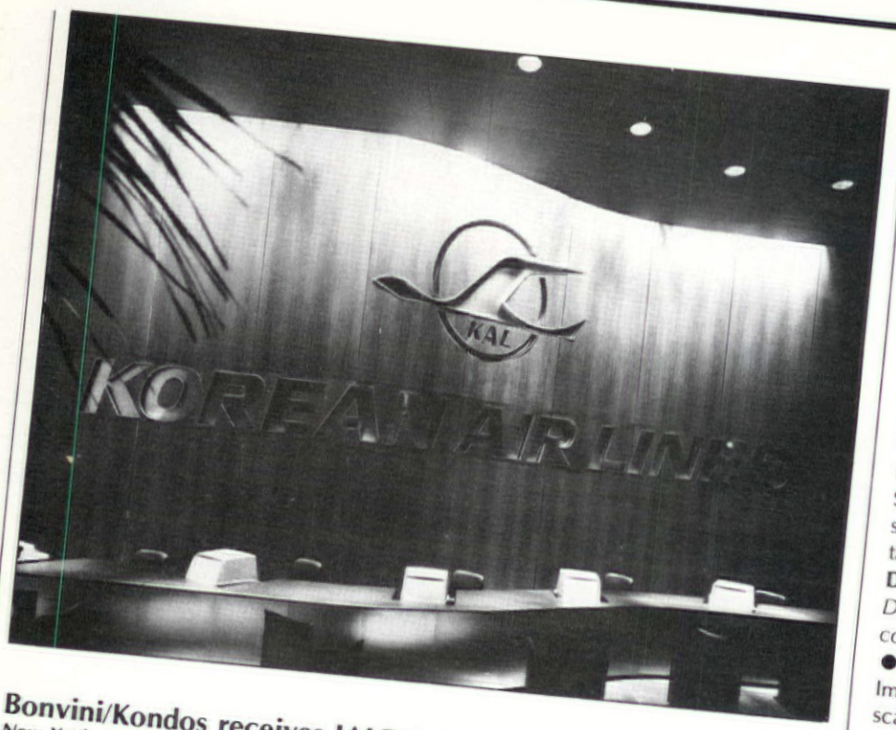
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Bonvini/Kondos receives IALD/IES Lighting Award

New York–*Bonvini/Kondos Associates, New York, was cited for outstanding lighting design of the Korean Airlines ticket office, New York, by the International Association of Lighting Designers and the Illuminating Engineering Society. Walker/Group, New York, was responsible for the interior design of this airline retail sales office.*

Competitions: Additional student award in Barcalounger program

Now calling for entries in its sixth consecutive joint program, the American Society of Interior Designers/Barcalounger Annual Awards Competition will grant an additional interior design student award of $1,000 — plus a similar amount donated to the interior design department of the winning student's school. First prize will be $3,000, second prize $1,500, and third prize $500. Competition is open to all professional designers including contract, retail store, model room, and residential. **Deadline: May 1, 1982.**

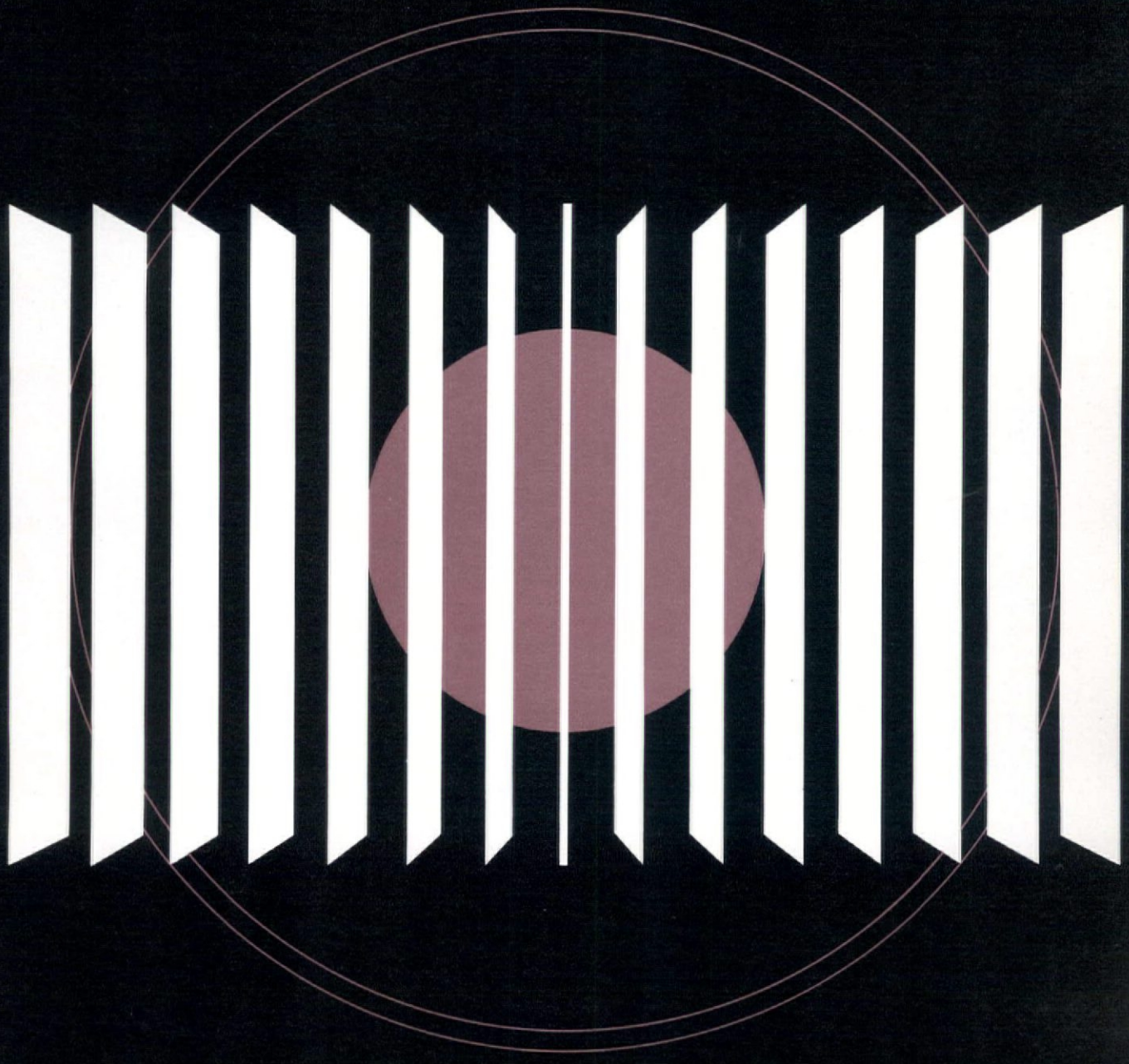
Deadlines for previously announced competitions:

- **November 15, 1981.** Environmental Improvement Awards, Associated Landscape Contractors of America Awards Program, 1750 Old Meadow Rd., McLean, VA 22101.
- **February 12, 1982.** Arango Design Competition, The Metropolitan Museum & Arts Center, 1212 Anastasia Ave., Coral Gables, FL 33134.



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Fabric Verticals

Superb light control with
Pure textile strips,
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Six weaves, 154 colors
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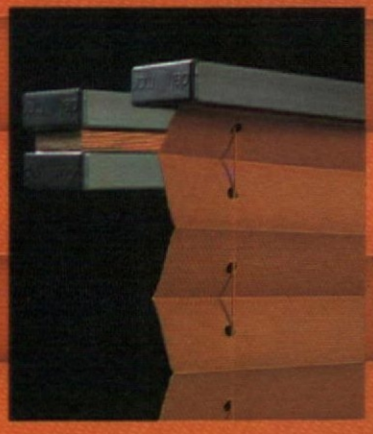
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THE MOST BEAUTIFUL WINDOW TREATMENTS EVER TO COME TO LIGHT

Crisp, horizontal permanent pleats create the look of 1" blinds, yet do it with a softer touch in fabrics that range from softly transparent to completely opaque, from versatile neutrals to the good earth tones. **Softlight beats the daylights out of glare, energy-loss and fading** with solarized fabrics that cut heat and glare by 87%...or sheer, non-solarized shades, a stylish alternative to ordinary sheers. **For an illuminating look** at the newest classic in window wear, pick up YOUR FREE COPY of "Designing Ideas for Softlight Shades" wherever you buy window coverings.

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Kinney Brothers

celebrating our 30th year

Special Showing

Royale Limoges Collection

By THIBAUT

We're celebrating our 30th year of business with Open Houses at our Showrooms, and a Special Showing of an exciting new collection of wallcoverings and fabrics by Thibaut. The exquisite designs of Royale Limoges porcelain — world famous for their beauty and delicacy — have been translated into rich, elegant wallcoverings and companion fabrics.

Representatives from Royale Limoges and Thibaut's Design Studio will be there to explain the development of this collection. We hope you can attend the show nearest you.

SEATTLE
Monday, November 9, 1981
2 p.m. to 4 p.m.
Red Lion Inn at Sea/Tac
18740 Pacific Highway South
Seattle, WA 98188

PORTLAND
Tuesday, November 10, 1981
2 p.m. to 4 p.m.
The Portland Marriott Hotel
1401 S.W. Front Avenue
Portland, OR 97201

SAN FRANCISCO
Wednesday, November 11, 1981
2 p.m. to 4 p.m.
The Showplace — The Penthouse
2 Henry Adams Street
San Francisco, CA 94103

LOS ANGELES
Thursday, November 12, 1981
2 p.m. to 4 p.m.
Sheraton Plaza LaReina Hotel
(at the airport)
6101 W. Century Boulevard
Los Angeles, CA 90045

PHOENIX
Friday, November 13, 1981
2 p.m. to 4 p.m.
Camelback Sahara Hotel
502 W. Camelback Road
Phoenix, AZ 85013

Win a complete set of Royale Limoges china! We will have a drawing everyday at every showroom and at each ROYALE LIMOGES Special Showing. Daily winners will win a piece of ROYALE LIMOGES china, and their names will be entered into a drawing for the Grand Prize.

Open Houses

November 9 through 13, 1981

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Pacific Design Center, Space 366
8687 Melrose Avenue

SAN FRANCISCO
Showplace Square South
299 Kansas Street

PORTLAND
3575 N.W. Yeon Avenue

SALT LAKE CITY
2755 South 300 West

DENVER
1925 Blake Street, Suite 101

SEATTLE
Design Center NW, Suite 240
5701 6th Avenue South

HONOLULU
333 Cooke Street

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4700 N. Central Avenue, Suite 107

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1205 West Loop North, Suite 100

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Introducing 600 Series Systems Seating from All-Steel

Comfort by design

Styled for today's electronic office environment, 600 Series offers a new dimension in ergonomic design. Personalized comfort, made possible by a system of posture controls, adapt each chair to the individual worker's requirements.

600 Series offers a comprehensive line of executive and operator models, each possessing a level of comfort that invites comparison.

Let your own comfort requirements be the judge. Contact Wayne Wilkins to arrange a showroom demonstration near you. New color brochure upon request.



Design:
Peter Protzman

All-Steel Inc., Aurora, Illinois 60507 Phone: 312/859-2600

ALL·STEEL

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Contract Furnishings Council plans October regional

New Orleans—A regional meeting of the Contract Furnishings Council, from October 25-28, will focus upon economic issues affecting contract furnishings dealers.

Tax-cut programs and their effect upon business will be a main seminar topic of the meeting at the Maison du Pree Hotel. In addition, over 75 institutional members of the council plan to examine the supplier/dealer relationship in detail.

Other topics on the program include "Legal Ramifications of Business," and "Selling to State Governments."

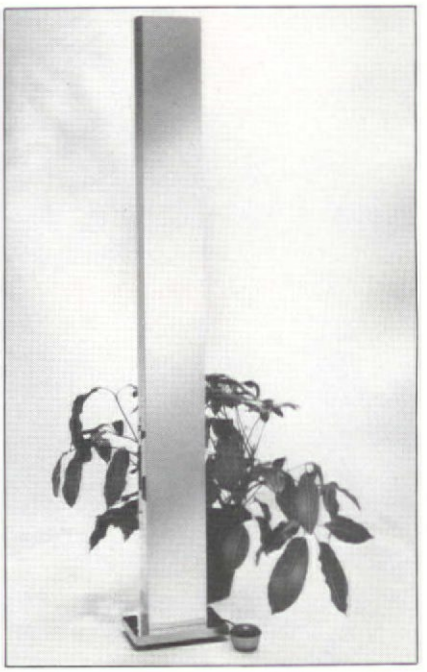
The council holds two regional meetings and one annual (at NEOCON) per year. In March '82, the group will meet in San Francisco. Details on the council and its meetings can be obtained from Mariann B. Gregory, council manager, The Contract Furnishings Council, 1190 Merchandise Mart, Chicago, IL 60654; or, telephone the Mart at 312/321-0563.



Circle 63 on reader service card

Casella torchiere lamp distinguished with San Diego design award

San Francisco—Casella Lighting, San Francisco, recently received the San Diego Interior Products Award. Co-sponsored by the San Diego Chapter of the American Society of Interior Designers, San Diego Museum of Art, and San Diego Home/Garden Magazine, the judging cited eight new products for design excellence.



Casella's quartz pylon torchiere lamp was one of eight products to be singled out for design excellence.

Woodworking Expo '82 is already 50% larger than 1980 show

Atlanta—Fully one year prior to its opening, the World Woodworking Expo '82 is 50 percent larger than in 1980.

A sophisticated high technology learning center will be a highlight of the show, enabling furniture manufacturers to evaluate the latest worldwide production technologies. Show will be held August 18-22, 1982 at the Georgia World Congress Center, Atlanta.

Freedom Of Choice

The Unique Advantage with All-Steel's Furniture Based System

All-Steel 8000 Series Systems Furniture not only offers you the freedom to design a totally new open plan office... it also offers panels and componentry which combine with existing office furniture. If you have an investment in conventional furniture to consider, such a combination could make real economic sense today.

It will continue to make sense in the future, too, as offices grow and change. Because 8000 Series is a furniture based system that remains compatible with either traditional or open office plans. So, the freedom of choice you get when you choose All-Steel today is something you never really lose.

Learn more about All-Steel 8000 Series Systems Furniture. Call Wayne Wilkins at 312/859-2600, or write for our new brochure: All-Steel Inc., Aurora, Illinois 60507.

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A Coordinated System of Management and Support Personnel Seating

MGT™



Thonet Industries, Inc., 491 E. Princess St., P.O. Box 1587, York, PA 17405 / (717) 845-6666

Patents Pending

Designer Don Petitt has combined simplicity of function with elegance of form to create the MGT™ System of swivel seating for Thonet. Exposed oak veneer molded plywood frames enhanced by smartly upholstered components give these chairs instant appeal to management level personnel. The handsome five point base, offered in an all wood or a ply/steel version, supports the varied range of styles and sizes for this grouping. A mere flick of the wrist changes the seat height of an unweighted unit. Easy to operate, comfortable swivel seating now places Thonet behind the desk as well as in front of it.



THONET

Designs for a Quality Work Life

A Coordinated System of Communication Task Seating

CRT™



MOLDED RIBBED STRUCTURAL FOAM

MOLDED HIGH RESILIENT FOAM WITH FABRIC OR VINYL COVERING

MOLDED HIGH IMPACT ABS PLASTIC ARMBACK COVER

HARDENED STEEL CHANNEL BACK STRAP

BLOW MOLDED EVA BELLOWS

MOLDED HIGH RESILIENT FOAM WITH FABRIC OR VINYL COVERING

MOLDED 1/2 PLYWOOD SEAT PAN

MOLDED HIGH IMPACT ABS PLASTIC SEAT PAN COVER

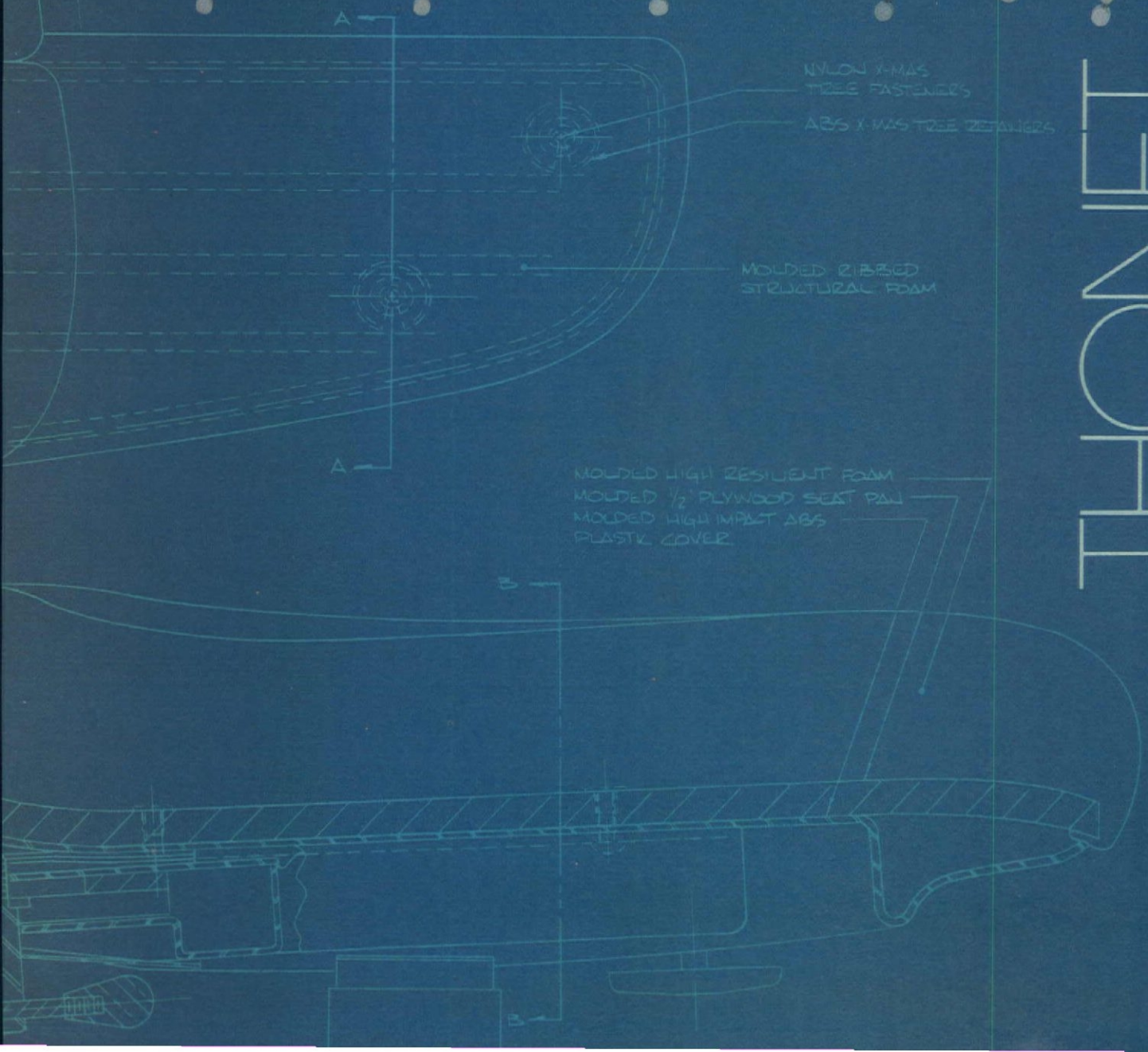
BACK STRAP RELEASE LEVER 1/2 TOTAL ADJ

Thonet Industries, Inc., 491 E. Princess St., P.O. Box 1587, York, PA 17405 / (717) 845-6666

Patents Pending

A look to the future prompted Robert Aronowitz and Bernard Katzanek to design the CRT™ System for Thonet. Task swivel seating oriented toward the data processing employee combines dedicated design with refreshingly simple functions. The unique arm version of this group acts as a back that provides support on three sides but does not restrict the movement of the sitter. The elimination of exposed metal makes the chairs completely safe to use near computer equipment while the comprehensive selection provided by this group fits each worker's needs — from programmer to keypuncher.





THONET

Designs for a Quality Work Life

Who Reps What: Blair House Ltd. to rep Koch & Lowy

Blair House Ltd., St. Louis, is now representing the **Koch & Lowy** line of lighting products in Missouri, Kansas, Iowa, and Nebraska...**Colonnade Carpets,** sales division of **Collins & Aikman's** Carpet Division, has appointed **Stuart Lerman Inc.,** Buffalo, as its new distributor in upstate New York ...**Lighting Services Inc.** has named **Ernest Low Associates,** Dallas, as its rep for the state of Texas...**Sound Floor Coverings Inc.,** Renton, Wash., has been appointed as wholsaler of resilient floor covering products by **Armstrong World Industries.** Sound will service Armstrong retailers in Washington, Oregon, Idaho, Montana, and Alaska. Sound has also been appointed wholesale distributor of **Firth Carpet** in the states of Washington, Oregon, Montana, Alaska, and northern Idaho...**Scientific-Atlanta Inc.,** Atlanta, has appointed **James J. Backer Co.** as manufacturer's rep for the Optima line of enclosures in the Northwest.

...**GMT/Go-Met-Tile** has selected **Designed Flooring Distributors,** Hollywood, Fla. to carry vinyl floor lines for the company.

Expansions: Modern Mode opens in Southwest and on coast

Modern Mode Inc., Oakland, Calif., has opened a new showroom and offices in Dallas and Houston, and a new and larger showroom in San Francisco...**Mohasco Corp.,** Amsterdam, N.Y., will relocate its domestic carpet division headquarters and related carpet operations from Amsterdam to Atlanta and Dublin, Ga. ...**Heron International Studios,** San Francisco, has opened a new 14,000-sq.-ft. studio/gallery there ...**Reiss Industries Inc.** has expanded its cold cure urethane foam molding facilities in Watertown, Wis. ...The Fletcher, N.C. **Ralph Wilson Plastics Co.** plant is expanding to 316,000 sq. ft. of space...**Systema Inc.,** West Palm Beach, is leasing 6,170-sq. ft. in D&D Centre.

Knoll retrospective, contemporary design focus of new publication

New York—An illustrated history of modern design that traces diverse cultural influences on contemporary work has been published by Harry N. Abrams & Co.

Titled *Knoll Design,* the 300-page book is a collaborative effort between author Eric Larrabee and designer Massimo Vignelli. Photographs, drawings, and diagrams complement detailed descriptions of modern classic design.

Prominent contributors, whose work is covered in the text, include Mies van der Rohe, Marcel Breuer, Eero Saarinen, and Harry Bertoia. The book is a record of Knoll's development as a leading design firm since its founding in 1938. It includes the representative work of many architects and designers who have helped shape the company.

Hans and Florence Knoll, who chaired the company for several years, were instrumental in forging modern design concepts for commercial and residential interiors.

Now: Specify lateral fire protection.



Here's point-of-use fire protection the design professional can appreciate. Available in two, three, and four-drawer sizes, these models complement any open landscape theme...blend with any office decor.

Every business needs fire protection for critical records. Now you can specify a practical solution without sacrificing esthetic or space-planning goals.

Schwab lateral files bear the applicable U.L. label for Class 350-1 Hr. equipment. Optional wood-grained tops and a broad selection of contemporary colors are available.

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Past Experience
Present Needs
Future Dedication

With 64 years of manufacturing experience, **Rose Manufacturing Company** offers the PROGRESSIONS panel system which, with conventional or existing furniture, will allow implementation of an effective open office. The PROGRESSIONS panel system presents a clean, architectural appearance. The open or closed storage components are easily installed or rearranged to support the present and future needs of the office environment.

Fulfilling the electrical requirements and managing the communication wiring of today's offices, the PROGRESSIONS panel system, reinforced by the proven acoustical knowledge of **Rose Manufacturing Company,** provides the privacy necessary to support any office activity.

The renewed energy of **Rose Manufacturing Company** uses past experience to fulfill present needs with a dedication to the future. Write **Rose Manufacturing Company** for further information and literature.

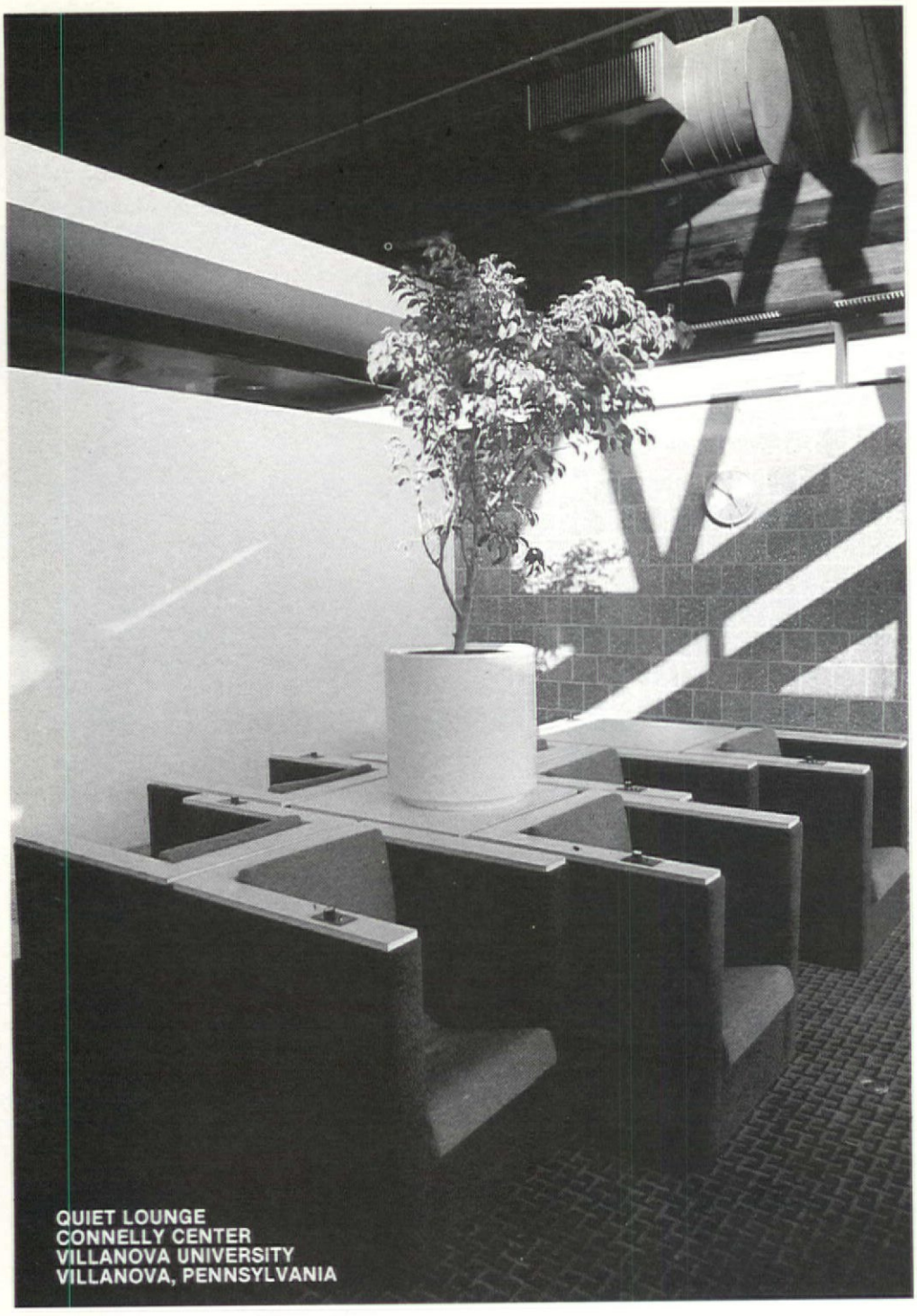
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1600 MARSHALL AVENUE, SOUTHEAST
GRAND RAPIDS, MICHIGAN 49507
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PROGRESSIONS®

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CONNELLY CENTER
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VILLANOVA, PENNSYLVANIA

FURNITURE THAT FITS YOUR DESIGN NEEDS

No matter how dynamic a total design is, it's not complete until the furnishings are put into place. Kisabeth knows this and works with all deliberate speed to deliver merchandise at the earliest possible time. Work is scheduled to begin as soon as fabric arrives at the plant. Our usual delivery time is a virtually matchless 5 to 6 weeks from receipt of fabric.

CASE HISTORY: Kisabeth custom built the modular audio seating designed by The Kling Partnership. Despite fabric delays and the university moving up its opening date, Kisabeth delivered the furniture ahead of schedule and in good condition. The Kling Partnership was awarded an AIA Gold Medal for the Connelly Center design.

Our catalog has over 200 different styles to offer. For your original designs, our staff is long experienced at working from your drawings to create comfortable, functional, enduring furniture for any use.

SHOWROOMS: Los Angeles CA/Stuart-Scott • Denver CO/Blake House • Miami FL/Hugh Cochran Assoc. • Atlanta GA/Hugh Cochran Assoc. • New Orleans LA/Delk-Westbrook • Detroit MI/E. J. Enterprises, Ltd. • Dallas TX/Kisabeth • Houston TX/Kisabeth • Seattle WA/Glacier Fabric Corp. Chicago, IL/HUJU

Trade areas open for representation

KISABETH FURNITURE

Carl Kisabeth Co., Inc. 5320 Glenview Drive Fort Worth, Texas 76117 (817) 281-7560

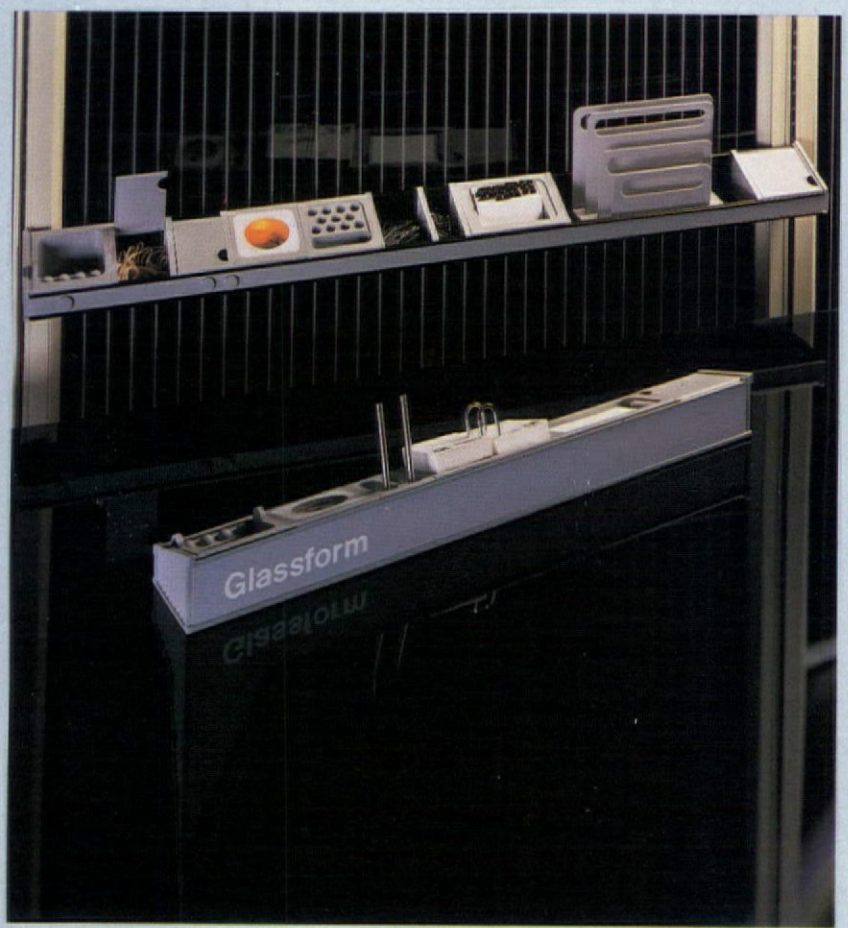
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GLASSFORM®

Manlove Accessory System

designed by Marvin Manlove



ACCESSORY TRACK

An aluminum extrusion available in various colors and lengths to accommodate today's office environments.

FUNCTION MODULES

Interchangeable modules insert into the Accessory Track and provide personalized solutions.

ENVIRONMENTS

Increased efficiency, whether panel hung or by organizing the desk top.

Product of Glassform Industries, Inc.
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TWX 910-346-7615

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BUY ANOTHER CARPET TILE AND YOU'LL BE STUCK WITH IT.

Literally.

If you're looking for the built-in flexibility a modular carpet tile system can bring your office, the last thing you want is carpet tile that has to be glued in place.

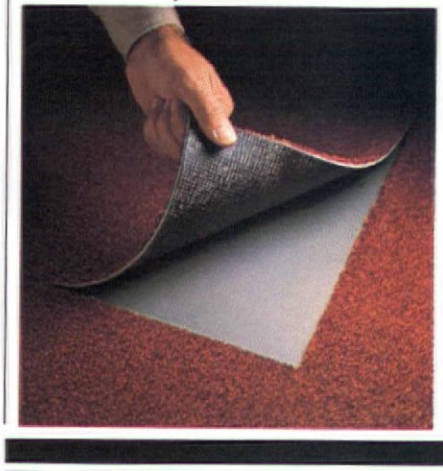
IF YOU CAN'T PICK IT UP, DON'T PUT IT DOWN.

Want to move a power source or replace worn or soiled tiles? Interface carpet tiles free-lay on the floor and lift up easily. Glue-down tiles give you an argument. They're difficult to take up and, once removed, leave behind a messy residue.

All glue-down tiles lack dimensional stability and won't stand up to frequent take-up and put-down. Peel them up and they stretch out of shape. Then fail to fit back in place. Also, tile edges can fray and unravel from frequent handling.

WHY WE HAVE RIVALS, BUT NO EQUALS.

Interface® offers you a modular and free-lay carpet system that goes down one 18" square at a time,



and without a general application of messy glue.

Our patented fiber-glass-reinforced GlasBac™ lets you free-lay tiles directly on the floor as opposed to glueing them in place. Dimensionally stable, the Interface system lies flat and secure with no curling, buckling or shifting. And stays there until you choose to make changes.

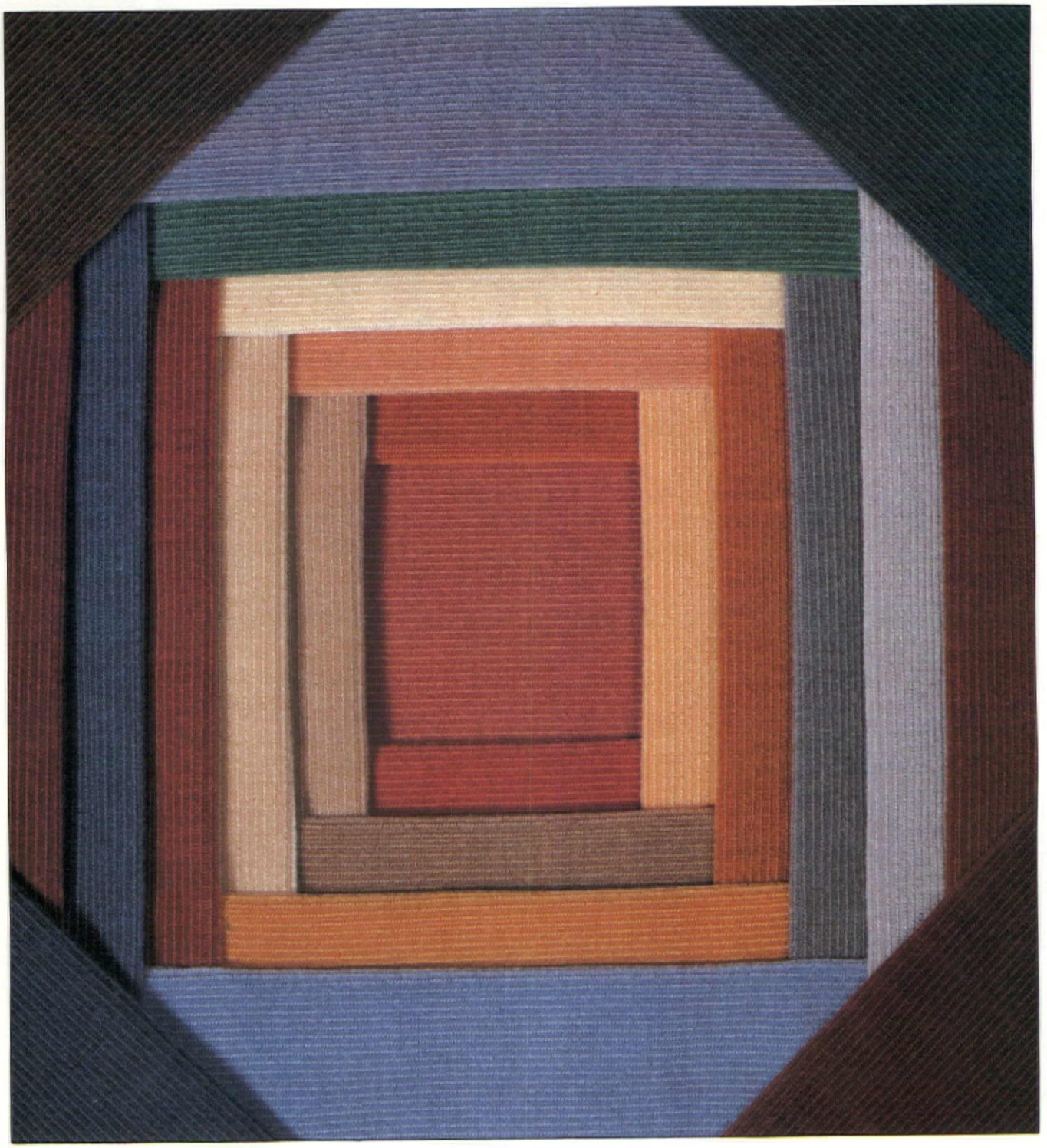
We've proven it with millions of free-lay yards in thousands of installations. No other carpet tile can make that statement. But then no other carpet tile is made like Interface.

For more information about the carpet tile system that works with you, not against you, write Interface Flooring Systems, P.O. Box 1503, LaGrange, Georgia, 30241 or telephone 404/882-1891.

INTERFACE. WE MAKE GLUE-DOWN CARPET TILES OBSOLETE.

INTERFACE® FLOORING SYSTEMS

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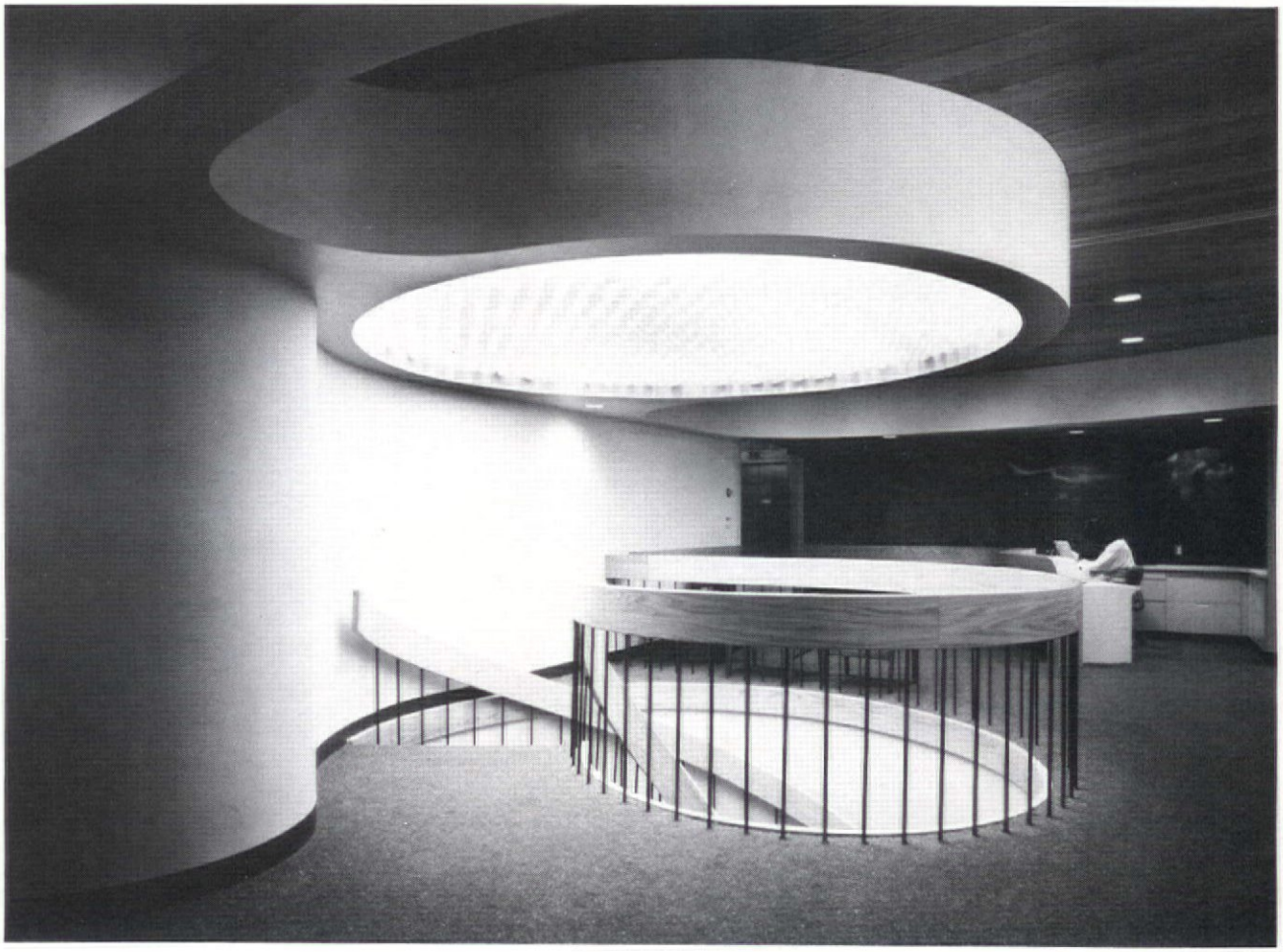


Lush colors grace plush fabrics

Arc-Com Fabrics opened its new Atlanta showroom with the introduction of Lateral Plush, a colorful, all-wool, cotton-backed fabric, just released this fall. It is woven with both a cut and uncut pile which gives it a highly textured look and feel as well as abrasion resistance—exceeding 100,000 double rubs. The ASTM-E84 Flame Spread Test rated Lateral Plush as a Class A fabric with a flame spread of five, a fuel contribution of five, and a smoke density of 0. It is available in 51/52-in. widths in 28 colors and can be used as a wallcovering, either through direct glue or as a panel wrap. Lateral Plush was developed for use in executive or semi-executive areas, lobbies, hotels, and on better quality furniture.

Circle No. 225.

ART AND ARCHITECTURE



ART: The expression of creative visions. With choices. Of size. Style. Material. Color. Texture.
ARCHITECTURE: An elegant inter-level transport for a new age. Custom finished. Cost efficient. Functional.
RESULT: Your Atlantic Free-Standing Staircase.





By The De Wolff Partnership, Architects, Rochester, New York, for The Sybron Corporation.

ATLANTIC

Manufacturer of fine circular stairs and other staircases of distinction. Presentation materials available on request.
A specifications package with scaled graphics for space use planning. Call or write our Design Department.
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Give your

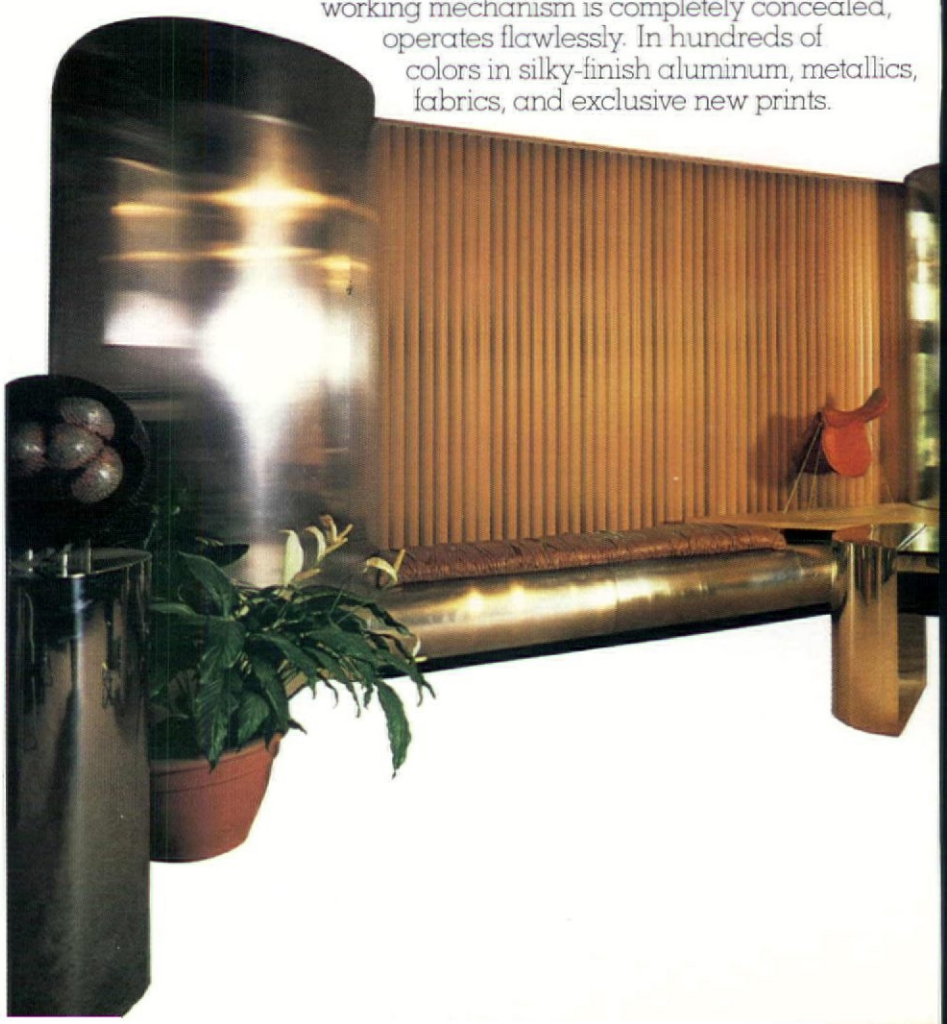
Some windows say "horizontal."
These are the slim-slat Riviera™ Blinds by Levolor that revolutionized the look of today's windows, maximum effect with minimal clutter. Only Levolor has over 200 colors to choose from, including brilliant metallics and the new Cryotherm energy-efficient finishes.





Duvinage Stairs.
Now available through Levolor, the ultimate in spiral and circular stairs. Custom built to your specifications for residential, commercial or industrial use.

Some windows say "vertical."
Levolor Vertical Blinds are vertical blinds perfected. The especially designed working mechanism is completely concealed, operates flawlessly. In hundreds of colors in silky-finish aluminum, metallics, fabrics, and exclusive new prints.



world a Levolor lift.

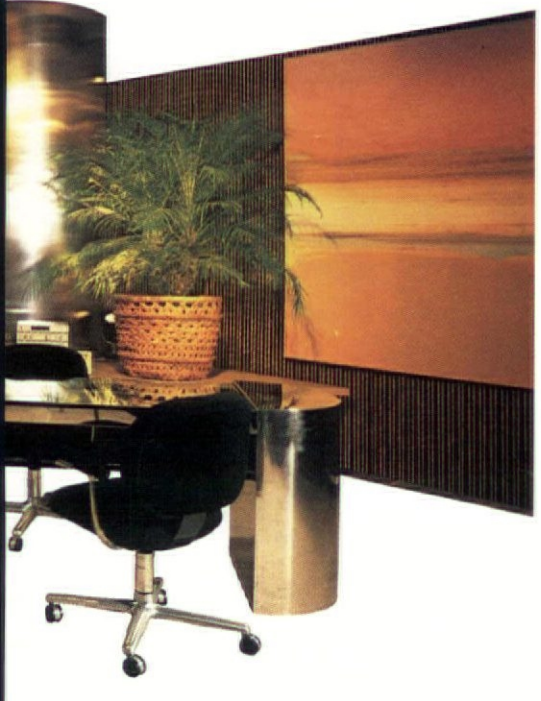
Here are blinds that work with ceilings that work with stairs. Color coordinated to create beautiful design possibilities. And nobody gives you more of a color choice than Levolor for environments to excite the eye and stimulate the spirit.

Along with aesthetic excellence, Levolor stands for quality that has a beauty of its own. Quality that extends to the tiniest working part. So that everything you plan can be depended on, can be totally trusted. Today, that becomes more important than ever.

For more information on any of these products, please write to: Levolor Lorentzen, Inc., 1280 Wall St. West, Lyndhurst, New Jersey, 07071



Ceilings by Levolor. Ten different ceiling systems, in 100 Levolor colors and mirror-finish metallics which can be matched to Levolor blinds. Excellent sound control. For new installations or creative renovation, they are absolutely tops in looks, quality, versatility and easy maintenance.

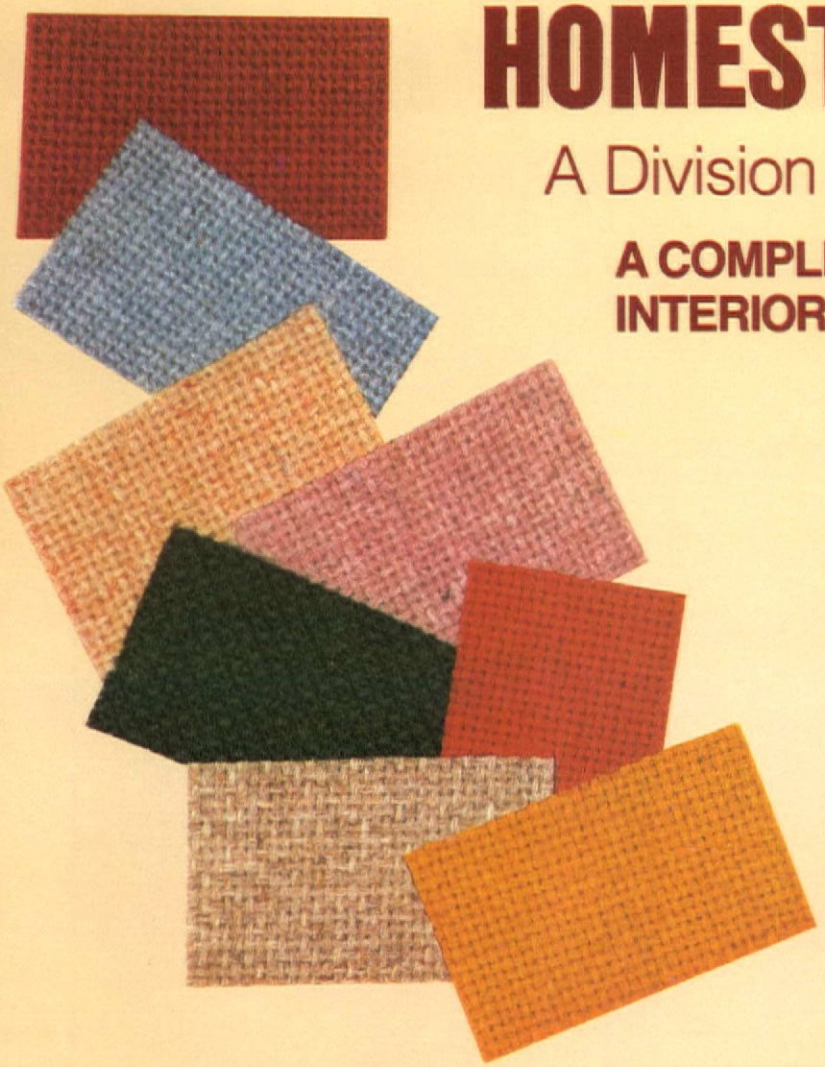


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Products of Levolor Lorentzen, Inc.

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A COMPLETE AND DIRECT FROM MILL INTERIOR DESIGN FABRIC RESOURCE

We are pleased to present our newest 100% polyester fabric for screens, panels and systems:

"CONCEPT"

An exciting and functional collection of 43 colorways from deep tones through mild strengths to the merest whispers of color, offering endless compatible combinations.

Lighting can be maximized through choices of color. Human behavior patterns and resultant productivity can be affected by choices of color. Choose your color.

Choose "CONCEPT"

Engineered to meet requirements of all major fire codes.
Call or write for samples and specifications.

Homestead fabrics also feature an expanded collection of 100% wool seating fabrics

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Computer Media Management Systems by National®
A nearly perfect interface between computer, media and the people who work with both. Mega. Computer media management in its ultimate form. For a catalog and discussion of the Mega concept, write Mega, National, Holyoke, Massachusetts 01040. (413) 539-9811
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NOW!

THE CONTRACT CARPET FIBER FOR EXTRA-LONG RESISTANCE

INTRODUCING

ANTRON® XL nylon is the most significant fiber development for contract carpeting since Antron® III. Here is a high-performance BCF fiber that will outperform any other contract carpet fiber. Its amazing soil resistance and strength mean commercial carpeting of Antron® XL will retain its good looks longer with a lot less maintenance.

How does Antron® XL work? It's basically very simple. Antron® XL nylon filaments are bigger than conventional nylon filaments. Therefore, fewer are needed. (See illustrations). This means that in every square yard of carpet, depending on construction, there is 25-30% less surface area to soil. And the less soiling there is, the less-frequent cleaning.

What's more, a larger filament is a more resilient filament. Pile texture retention is greater, so there's less crushing. Even in the most highly trafficked area, Antron® XL makes it possible to install carpeting that will retain its good looks for a long time to come.

You've come to rely on the great performance of Antron® III (with long-term appearance retention and built-in static control). With Antron® XL nylon BCF, you can expect even more– significantly improved soil resistance and pile retention versus all other carpet fibers. That's the latest Antron® Advantage.

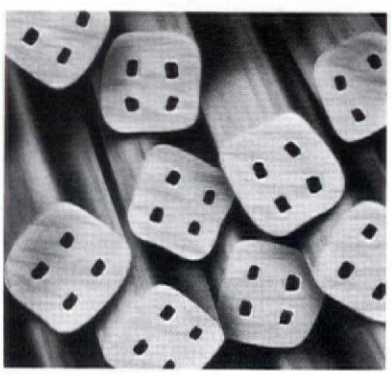
See and hear the Antron® XL story for yourself at Neocon XIII– the Du Pont showroom 1097, (10th floor) and leading manufacturers' showrooms.

MAN MADE FIBERS LIFE MADE BETTER

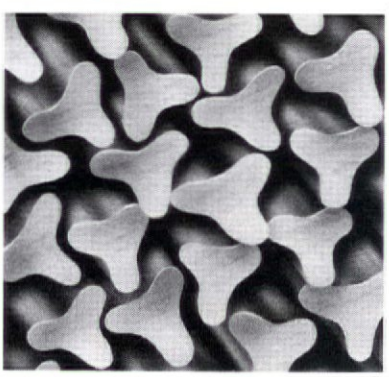
WITH EXTRA-LARGE FILAMENTS TO SOILING AND CRUSHING.

ANTRON® XL.

LARGER FILAMENTS PROVIDE MORE SOIL RESISTANCE AND RESILIENCE.



300X. New Antron® XL, 34 DPF (BCF). Total Surface Area: 19,500 cm^2/oz. of face fiber.



300X. "4th Generation" Nylon, 15 DPF (BCF). Total Surface Area: 26,000 cm^2/oz. of face fiber.

ANTRON ANTRON ANTRON

THE ANTRON® ADVANTAGE

DUPONT

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Circle 59 on reader service card



Neutral showroom colors highlight furniture

The Corry Jamestown showroom at Chicago's Merchandise Mart is blessed with the perfect shell for image change.

ERD's design team created a background of neutrals—reflective ceilings, gray walls, marble floors, and stainless steel columns to focus attention on and be compatible with varying colors of displayed furniture.

In redesigning the space for this year's NEOCON, the design team switched from the soft tones and warm colors of last year's market to the brighter, deeper tones which represent the other half of the firm's color line. Color changes were made on the furnishings, and on the color bands which grace the partitions. Blue was used as the foil for the rest of the colors, and as a result, takes a dominant roll throughout.

Furniture was rearranged to be free-floating on the center diagonal of the space. All electrical work runs through the floor, so placement changes merely require the simple addition of outlets.

Although the showroom has a dramatically different look, no structural or built-in elements were affected. Changes were restricted to the furnishings, color scheme, and signage.

We get pulled, yanked, kicked, pierced, glued, unglued and even more. And we love it.



We're Jute, the backing that makes the carpet

Can a backing really make a carpet? Yes, even break it. Ugly things can happen to beautiful carpets with less than jute. Get the facts and you'll specify jute . . . proven in countless commercial, industrial and institutional locations.

- Anti-ripple backing, can hardly be overstretched. "Remembers" to snap back taut. No rigid stretch tolerances as with synthetics which, when exceeded, can extend and buckle.
- Thermally insensitive jute takes full seaming iron heat, liquifying adhesive for free flow, strong bond. Low-melt synthetic backings limit iron heat.
- Eases removal of glued down carpets, generally intact for re-use.
- Has natural porosity to trap and retain adhesive in hot-melt tape seaming and glue-down. Bonds mechanically, the way most adhesives are formulated.
- Jute's thermal insensitivity lessens need for acclimatizing carpets before installation in cold locations.
- Helps qualified carpets pass accepted flammability, smoke density, toxicity tests (pill, Steiner, tunnel, critical radiant heat flux, etc.)

SEND FOR FREE LITERATURE, INCLUDING ARCHITECTURAL GUIDE SPECIFICATION ON INSTALLATION PROCEDURES

THE NATURAL FIBRE • JUTE - LA FIBRE NATURELLE • JUTE - DIE NATUR FASER

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Designlet.
Designlet.
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Diplomat Wools from New Zealand have arrived!

Welcome these distinguished newcomers in contract wools—DesignTex **Diplomat Wools**—woven exclusively for us in New Zealand. Presenting **Wool Consul,** a finely etched geometric, available in 12 discreet colors to coordinate with **Wool Embassy,** a diagonal twill in 22 refined colors. Meet another one of our 100% virgin wools from New Zealand: **Wool Bradford,** a ribbed design available in 20 colors. All are flame retardant. Styled by Hazel Siegel.

We invite you to join the receiving line.

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SAN FRANCISCO, SEATTLE, DENVER

Du Pont TEFLON® soil & stain repeller

Circle 61 on reader service card

Wood window furniture takes a beautiful new slant.



It's new vertical wood window furniture by Nanik. In two styles: Parquet (left) and Serré (center, right), with your choice of 3½" or 5" vanes and one of 20 standard stains. For 12-page catalog, write Barbara Buehler, Sales Manager, Nanik, P.O. Box 1766, Wausau, WI 54401.

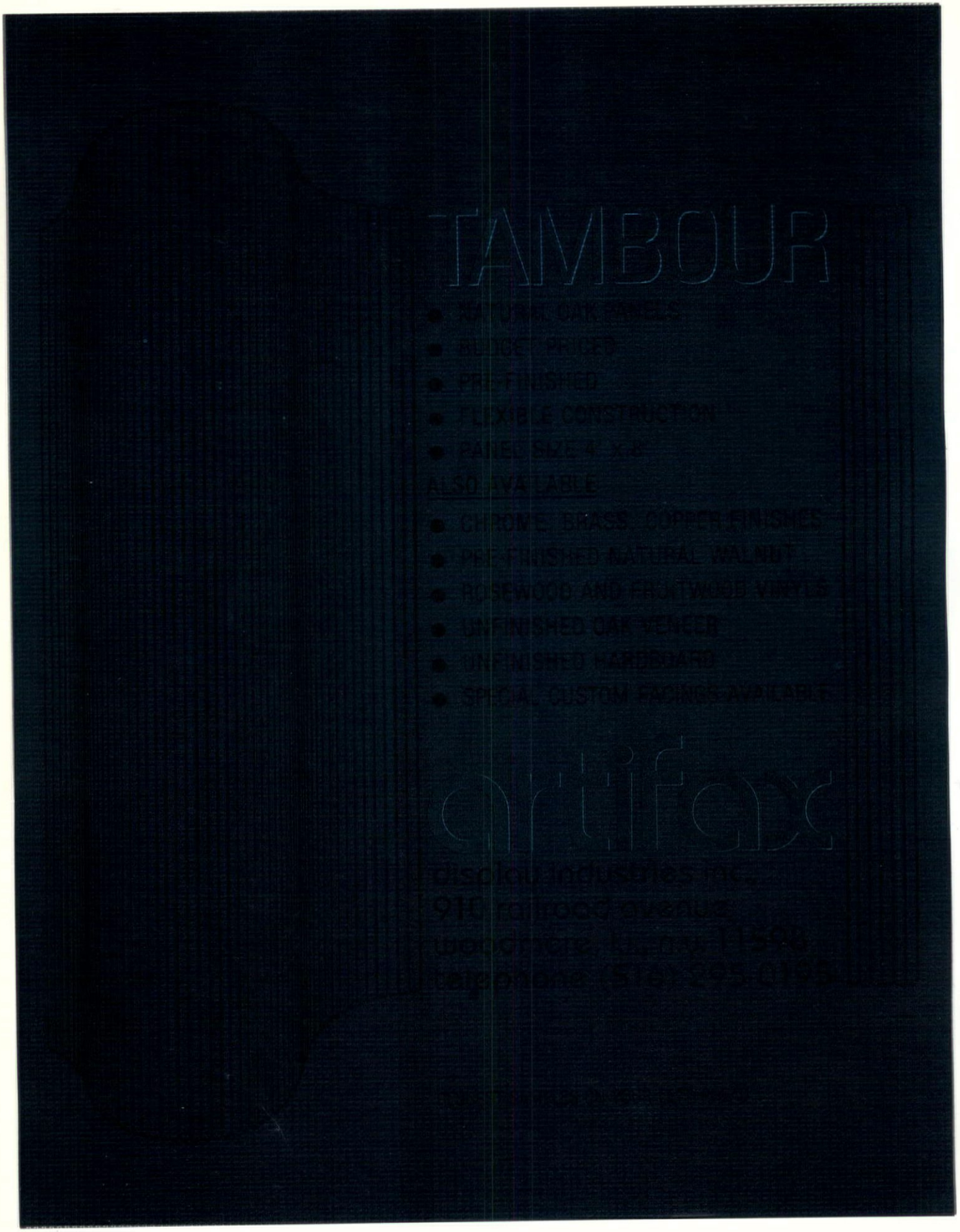
Nanik

apogee

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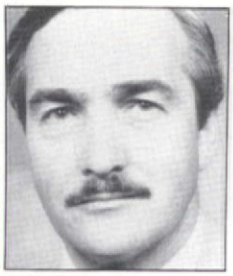

Century Series
One Hundred
Designed by Carl F. Seng
THE JASPER DESK CO. JASPER IND.
Jasper
Jasper Desk Company, Inc.
Jasper, Indiana 47546



◀ Circle 46 on reader service card

John O'Rourke has been appointed Manager of the Chicago division of Marshall Field & Co. Commercial Interiors.

James T. Grigsby has been named general manager of the Masonite Corp., Fiberglass Division in Rock Falls, Ill. Grigsby joined Masonite in 1975.



Kurz

Henry F. Kurz (shown) has been named Director of Design Matrix, the interior design division of Ferendino/Grafton/Spillis/Candela.

Nevamar has selected **Alex R. Beckman** (shown) Specifications Rep for the Mid-Atlantic sales district.



Beckman

Production has resumed for **Design-Technics,** lamp and tile manufacturer, which suffered a devastating fire in its Stroudsburg, Penn. factory in May. New space was leased 11 miles from the original site.

Sam A. Williams has been named general manager of both the Atlanta Market Center and Peachtree Center, putting both of the John C. Portman Jr.-controlled complexes under the same manager for the first time.

Supreme Equipment & Systems has opened a regional office and showroom in Atlanta. **Dave Kreis** (shown) is Branch Manager and **Donna Stetler** (shown) is Architectural and Interior Space Consultant for the newly-represented region.



Kreis & Stetler

Kevin Chun and **Tomm Smail,** AIA, are Associates of Wimberly, Whisenand, Allison, Tong & Goo Architects, Ltd., of Honolulu.



Sweet

Norma Sweet (shown) has formed her own company, Norma Sweet Associates, Independent Manufacturers Representative. She will continue to rep Edward Axel Roffman and Gia Internationale. Firm address is 76-07 45 Ave., Elmhurst, NY 11373.



Savage

Western Contract International has opened an office in Dallas to serve the Southwest. **Christiane Savage** (shown) will manage the new offices. Firm address is: 3525 Cedar Springs Rd., Dallas, Texas 75219.

Arnold Wolf has been named president of Tiffany Stand & Furniture Co. **Bevan Fountain** was named executive vice president of the firm, and **David Strand,** vice president/operations.



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You've heard about us
in the business world.
Electronics. High-tech Systems.
State-of-the-art product advances.
All from Litton.

Now we're applying our understanding of
advanced technology to today's office.
To make it more space-efficient.
To make it more productive.

Watch for our complete line of
open-plan and free-standing furniture.
See how our understanding of
tomorrow's technology can help you
bring your office into
the computer-age today.

Or call Tom Daniels, Vice-President of
Sales, 717 854 1559. Litton Business
Furniture, 640 Whiteford Road PO Box
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Circle 65 on reader service card

Covered for frenzied art directors, doodling copywriters and all those new business toasts.

For advertising agencies, airplanes, banks, brokerage houses, chairmen of the board and junior vice-presidents, Lee Jofa announces COM, an entire collection of contract fabrics as brave as they are beautiful. Cover yourself with Lee Jofa COM. See it at 979 Third Avenue, New York, and in other major cities. (212) 889-3900.

Lee Jofa COM



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Atlanta, GA
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Dunwoody, GA
GRAND HOTEL–Point Clear, AL
CHATTAHOOCHEE COUNTRY CLUB–
Marietta, GA
ST. LUCIAN HOTEL–St. Lucia
MERIDIEN HOTEL–Guadeloupe
CURTAIN BLUFF–Antigua
DIAMANT ROC HOTEL–Martinique
LONG BAY HOTEL–Tortola
FRENCHMAN'S REEF–St. Thomas
SALAKO HOTEL–Guadeloupe
EMERAUDE BEACH HOTEL–St. Barts
ALICE SPRINGS CASINO–Alice Springs, Australia

BROOK
WINDTREE APARTMENTS
THE BEVERLY APARTMENTS–Dallas, TX
HOLLINDALE APARTMENTS–Arlington, TX
TOWN & COUNTRY HOTEL–San Diego, CA
WRITERS MANOR–Denver, CO
THE SANDS–Las Vegas, NV
FRONTIER HOTEL–Las Vegas, NV
HACIENDA–Las Vegas, NV
SAHARA COUNTRY CLUB–Las Vegas, NV
FLAMINGO CAPRI–Las Vegas, NV
SCOTTSDALE CONFERENCE CENTER–Scottsdale, AZ
INN OF THE MCCORMICK RANCH–Scottsdale, AZ
BILTMORE HOTEL–Phoenix, AZ
DOUBLE TREE INN–Scottsdale, AZ
PARIDENE VALLEY COUNTRY CLUB–Scottsdale, AZ
JOHN GARDNER TENNIS RANCH–Scottsdale, AZ
FIESTA INN–Tempe, AZ
HOLIDAY INN–Trinidad
BUCCANEER BEACH HOTEL–St. Croix
DIVI DIVI BEACH HOTEL–Aruba
HOLIDAY INN–Barbados
KING'S ALLEY HOTEL–St. Croix
CASA DE CAMPO–Dominican Republic
VUE POINTE HOTEL–Montserrat
LE GALION HOTEL–St. Martin

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CANEEL BAY PLANTATION–St. John
LIMETREE BEACH HOTEL–St. Thomas
IBO LELE HOTEL–Haiti
LITTLE DIX BAY–Virgin Gorda
OCEAN TERRACE INN–St. Kitts
HOLIDAY INN–Grenada
BUCCANEER'S INN–Cayman Brac
QUEEN'S QUARTER HOTEL–St. Croix
CURACAO PLAZA HOTEL–Curacao
HOLIDAY INN–Grand Cayman
LA SAMANA–St. Martin
GOLDEN ROCK–Nevis
FLAMINGO BEACH HOTEL–Bonaire
DAN'S HOTEL–Tel Aviv, Israel
GUAM HOTEL OKURA–Tamuning, Guam
GUAM HILTON–Guam
HOTEL TERNAGA PLACE DE L'UNION–Dakar, Senegal
SINGAPORE HILTON–Singapore 9
LANTANA COLONY CLUB–Hamilton, Bermu
PRINCESS TOWER–Freeport, Grand Bahamas
GOLDEN SANDS HOTEL–Penang, Malaysia
CORAL BEACH & TENNIS CLUB–Paget, Bermuda
BERMUDIANA HOTEL–Bermuda
PINK BEACH CLUB–Bermuda
CHAINE HOTELIERE FRANTEL–Guadeloupe & Martinique
SOCIETE NATIONALE D'HOTELLERIE–Libreville (Gabon)
KARTOUM HILTON–Kartoum, Sudan
JAKARTA HILTON–Jarkarta, Indonesia
MAEVA BEACH HOTEL–Papeete, Tahiti
FIJIAN HOTEL–Fiji, Tahiti
HOTEL OKURA–Tokyo, Japan
ELBOW BEACH HOTEL–Paget, Bermu
CASTLE HARBOUR–Tuckers Town, Be
HORIZON–Paget, Bermuda
RASA SAYANG–Penang, Malaysia
BUSCH GARDENS–Tampa, FL
THE LANDINGS OF FORT MYERS
CARIBBEAN GULF HOTEL–Clearw
SOUTH SEA PLANTATION–Sanibe
–Boynton Beach

WALT DISNEY WORLD–Lake Buena Vista, FL
KIVA INN–Abilene, TX
BENTWOOD COUNTRY CLUB–San Angelo, TX
HORSESHOE BAY RESORT & COUNTRY CLUB–Marble Falls, TX
OKLAHOMA CITY TENNIS CLUB–Oklahoma City, OK
GALVEZ MARRIOTT–Galveston, TX
HYATT REGENCY–New Orleans, LA
PECAN GROVE COUNTRY CLUB–Richmond, TX
CASA MARINA MARRIOTT–Key West, FL
WORLD OF FLORIDA, INC.–Orlando, FL
–Miami, FL

tropitone

Tropitone Furniture Company
Sarasota, FL
Irvine, CA

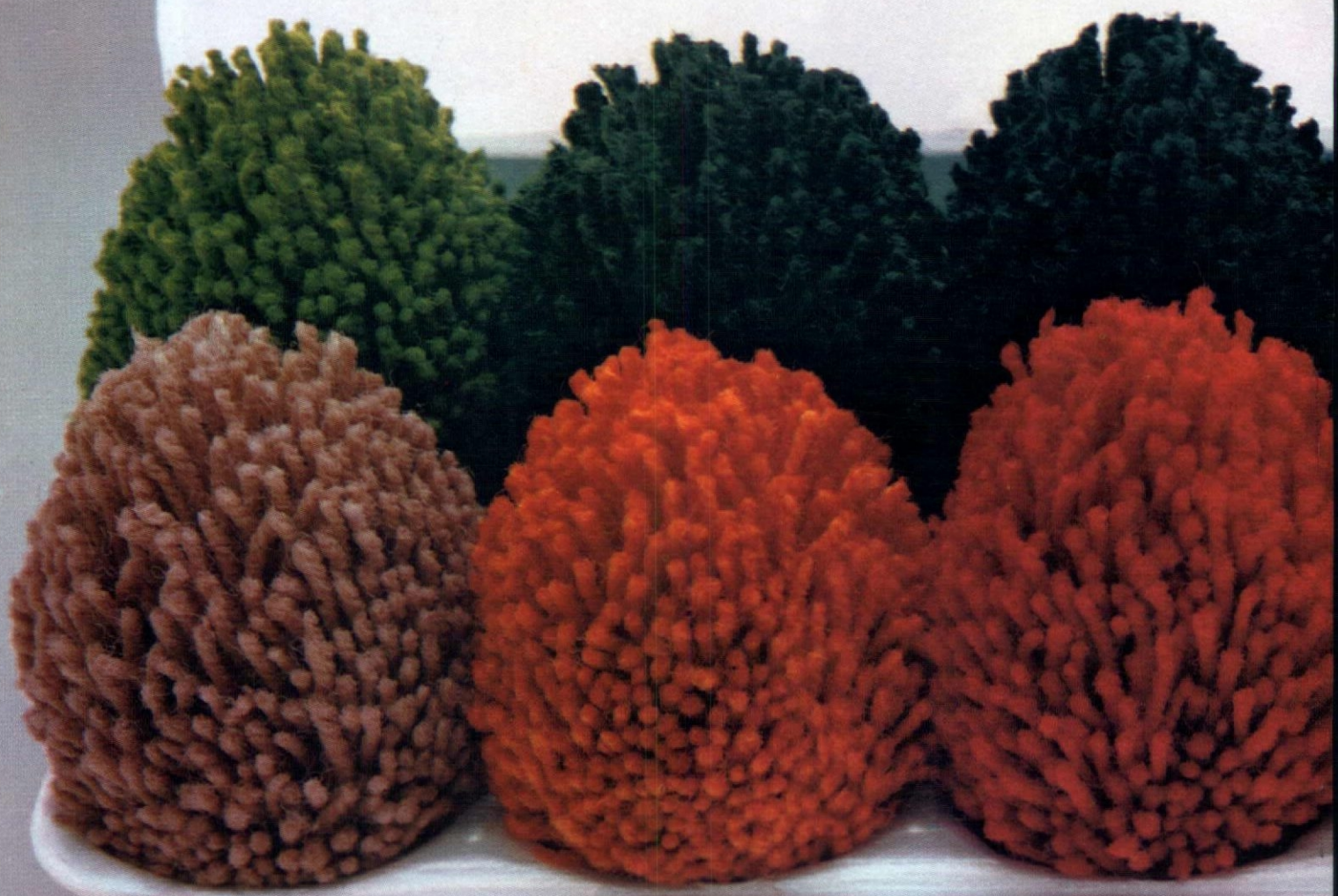
SHOWROOMS: ATLANTA CHICAGO DALLAS DENVER HIGH POINT HOUSTON IRVINE LOS ANGELES MIAMI NEW YORK PHILADELPHIA SAN FRANCISCO SARASOTA SEATTLE MELBOURNE SINGAPORE

Circle 67 on reader service card

FRESH IDEAS.

The idea is color. Stronger, richer color. Anso IV has it. Because Anso IV—the first 4th generation nylon with **built-in soil and stain protection** for commercial use—**dyes deeper** and holds **more color** than any other fiber, to create carpets with crisper patterns and purer tones. Anso IV protection lasts, which means **reduced maintenance costs,** and extended carpet life. And Anso IV means carpet with **guaranteed lifetime static control,** and **guaranteed wear resistance** (see Anso IV label for full warranty terms). Anso IV, it's the superior commercial carpet fiber, engineered for beauty and performance. And, fresh ideas.

Anso® IV When your eye says beauty, and logic demands performance.





The carpet of Anso IV shown above has been steam cleaned 5x prior to testing.
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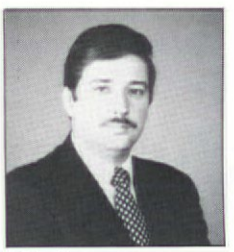
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PEOPLE/NEWS

Judson H. Spencer has been appointed executive director of the 1982 United States Orgatechnik Pavilion. The last Orgatechnik, held in 1980, drew more than 84,000 visitors from 57 countries worldwide, making it a truly international show for designers, specifiers, and architects.

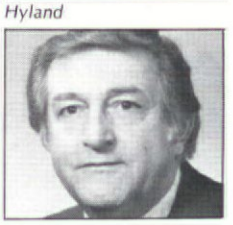
John Mini Indoor Landscapes has won the highest honor award in Interior Plantscape Association's (IPA) Third Annual Awards Competition. The award was given for indoor gardens at Exxon Chemical Corporate HQ's in Darien, Conn.; and at Park Avenue Plaza, New York.

Thomas R. Hyland (shown) has been appointed national sales manager for Cramer Inc., Kansas City.



Hyland

Vincent J. Danesi (shown) has been appointed to vice-president/marketing position for Corry Jamestown Corp. **Ronald Greene** and **Arnold Harkavy** have been named district managers for the New York Metropolitan Area for Corry Jamestown company.



Danesi

Rod S. Campbell has been named general manager of the Commercial Division of Masonite Corp., Dover, Ohio.

Patricia Setzer, IBD, has been appointed a vice president of K.J. Textiles (California) Ltd., a subsidiary of K.J. Textiles Pty. Ltd. of Australia.

Steve Powell has joined Porter Carpet Mills Inc. as Mid-Atlantic sales manager. Powell will be responsible for major contract accounts and developing new sales.

The seventh and largest **Office Furniture Mart (OFM)** showroom has opened in Tysons Corner, Vir., with approximately 6,000 sq. ft. of display space. **Mary Carter** is store manager.

Douglas R. Gillespie has assumed the position of Northwestern sales representative for Naugahyde brand fabrics. **Jim R. Bailey** has been named Western regional sales manager for the firm, and is headquartered in Santa Ana, Calif.



Kramer

Anita Kramer (shown) is new East Coast account executive for Design Center Northwest of Seattle. Kramer is also president of the Philadelphia Chapter of the NHFL.

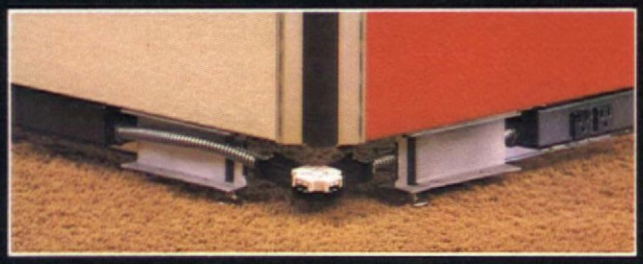


Garreis

Willi Garreis (shown) has been named President and Chief Executive Officer of Reneer Films, a subsidiary of GTR. **Donald E. Harrington** moves to Vice President/General Products for Goodyear International.

John D. Chambliss, President of Thomas W. Ruff & Co., was elected National Co-Chairman of the Contract Furnishings Council.

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COMING EVENTS

1981

October 16. IBD/CONTRACT Magazine Product Design Awards Dinner. New York New York Discotheque, New York.
October 16-17. Designer's Saturday. Member showrooms. New York.
October 16-22. National Casual Furniture Market. Merchandise Mart, Expocenter, Chicago.
October 24-25. Institute of Business Designers/Ohio Regional Chapter design conference and workshop. Hyatt Regency, Columbus, Ohio.
October 28-November 1. Industrial Fabrics Association International's 69th annual convention. Fairmont Roosevelt Hotel, New Orleans.
October 31-November 4. Industrial Designers Society of America Annual Conference. Century Plaza Hotel, Los Angeles.
November 1-3. Designing for Energy. AIA Denver Hilton, Denver.
November 4-5. "Developing Corporate Strategy for the Workplace," seminar program. Facility Management Institute, Ann Arbor.
November 4-8. Society of American Registered Architects 25th Anniversary Convention. LaMansion del Rio Hotel, San Antonio, Tex.
November 6-8. Design Assembly. Designer's marketplace, Philadelphia.
November 7. Designer's Trade market Sponsored by Ohio South/Kentucky Chapter, ASID. Westin Hotel, Cincinnati.
November 7-13. NYMM New York Showrooms Show. New York Merchandise Mart, New York.
November 8-11. International Hotel Motel & Restaurant Show. New York Coliseum, New York.
November 9-13. Lighting & Accessories Fall 1981 Show, New York Lighting & Accessories Center, New York.
November 10-12. International Energy Management & Facilities Improvement Show. Expocenter, Chicago.
December 2. The Institute of Business Designers' fifth annual auction, 6 p.m., hosted by R & G Affiliates, 200 Lexington Ave., New York.
December 7-9. Lighting World Intl. Sheraton Centre, New York.

1982

January 3-8. Furniture, Lighting, and Accessories Market. New York Merchandise Mart, New York.
January 8-13. Largest International Floor Covering Exhibition (LIFE). The Merchandise Mart, Chicago.
January 16-21. Winter Home Furnishings Market. Showplace Square, San Francisco.
February 18-20. National Office Products Association (NOPA) Western convention and exhibit. Los Angeles Convention Center.
February 26-March 1. American Association of School Administrators (AASA) Convention. New Orleans, Louisiana.
March 19-21. West Week '82. Gateway to the Pacific. Pacific Design Center, Los Angeles.
April 1-4. Design Focus '82 Miami. Coconut Grove Exhibition Center, Miami.
April 20-22. Hotel & Motel Suppliers Show. Las Vegas Convention Center, Las Vegas.

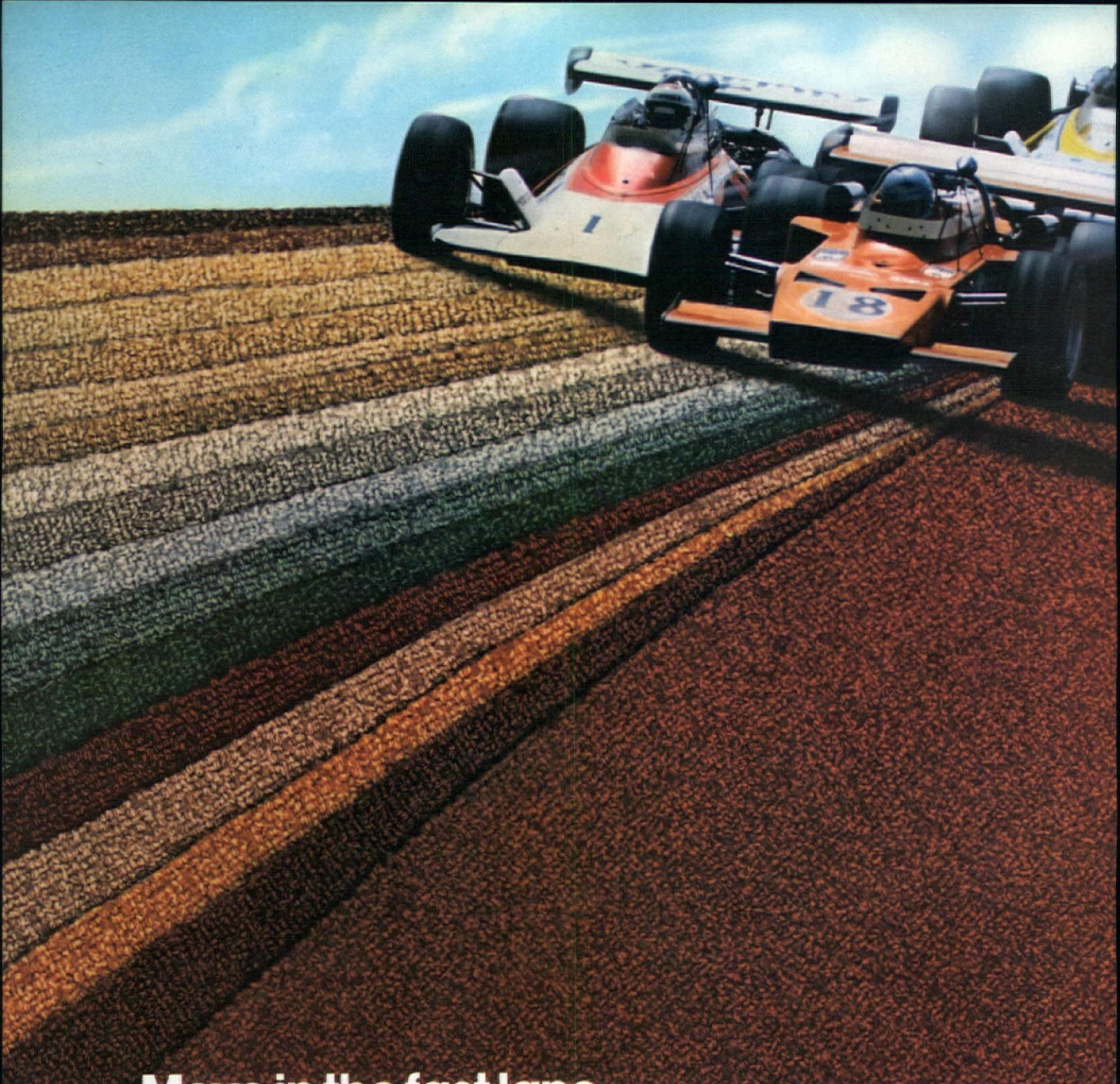
Foreign Trade Shows 1981

October 19-25. International Furniture Fair. Valencia, Spain.
October 25-29. SAUDIBUILD—International Building & Construction Show. Riyadh, Saudi Arabia.
November 10-15. International Furniture Show. National Exhibition Centre. Birmingham, England.
November 15-19. International Exhibition of Design for Interiors (INSCAPE '81). Barbican Centre for Arts & Conferences, London.
December 6-10. Saudi Design 81. Exhibition Centre, Al Khobar, Saudi Arabia.
December 7-10. Inter-wood '81. Expo Center. Hotel de Mexico, Mexico City, Mexico.



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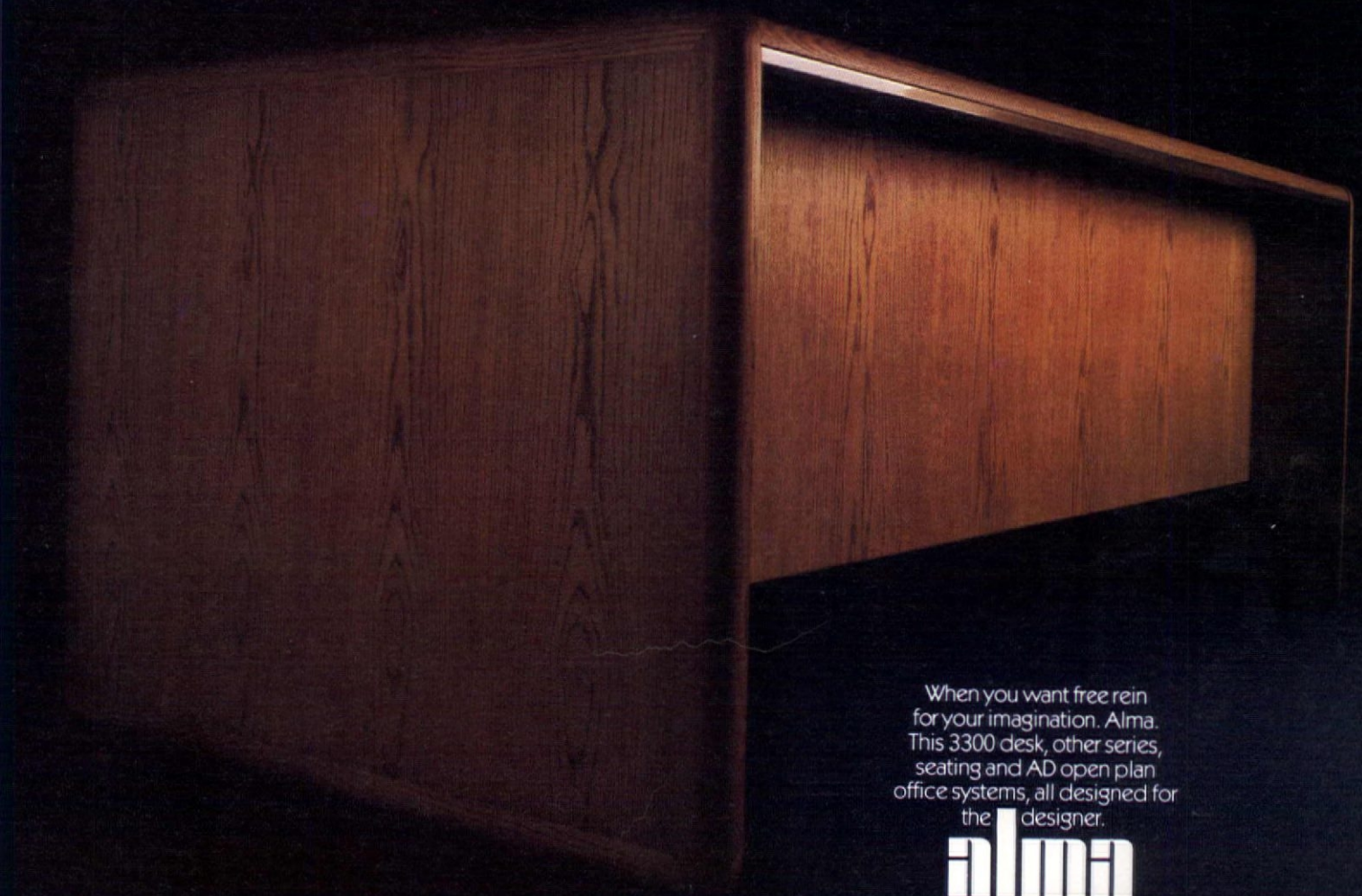
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SOME MARKETS DEMAND DESIGN INTENSIVE BANK SPACES

With continuing high interest rates and tight money supplies, many banks are relying heavily on attractive and unusual space design to attract customers. In consequence, there is rarely a dull moment in bank design, as new installations on the following pages reveal.

From the use of neon signs in one Florida bank to teller stations with individual desks and seats in California's affluent Newport area, unusual bank design is the key to attracting new business. Specific markets demand such design.

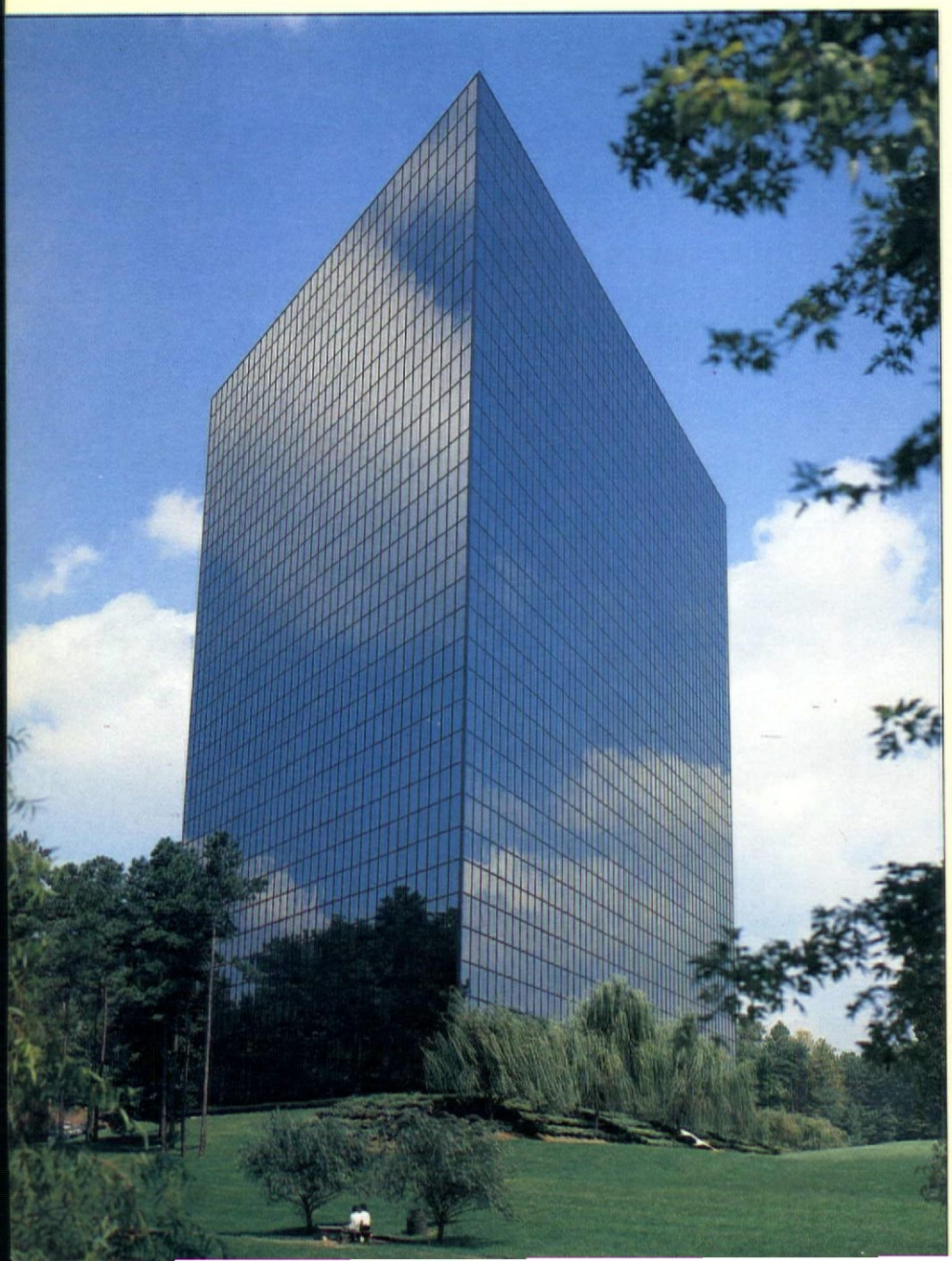
Automated Teller Machine (ATM) branches, where service is automated rather than personal, just won't do in such locations. It is the market that dictates the mode, financial pressures to reduce construction costs notwithstanding.

This issue focuses on design intensive banks and the products that are integral to them. After all, how much can be said about the 1,011th plastic ATM cubicle that comes off a production line?

—The Editors

Staircase and grand architectural space tie together three levels of Equitable Trust, Baltimore, designed by Interspace/Washington. Space planning is done on a 45-degree angle, adding interest and consistency to the overall bank and adjoining office tower.

MASSIVE PENSION FUNDS IMPACT REAL ESTATE, ARCHITECTURAL MARKETS



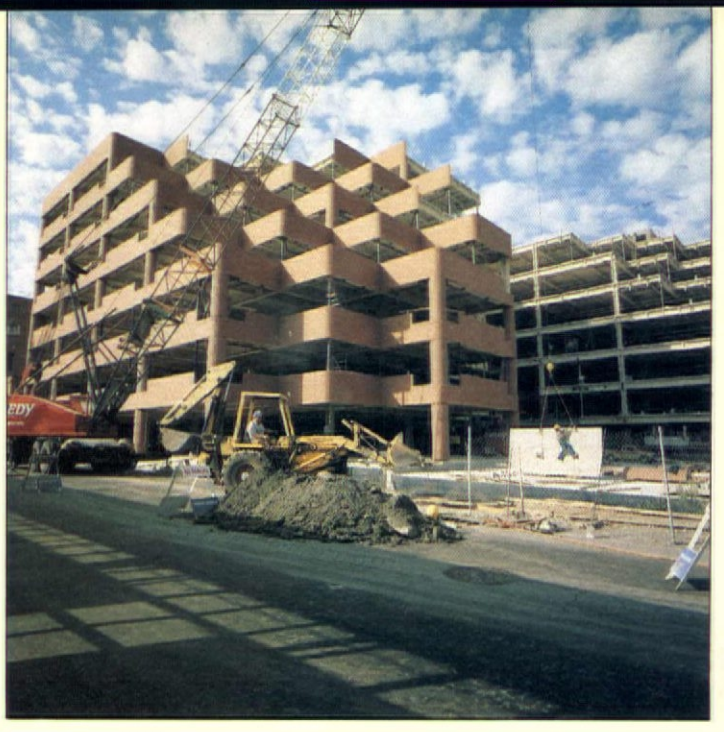
Expanding money pools offer new and exciting real estate opportunities for contract industry through risk-averse investments

by **ANN NYDELE**

Pension and welfare benefit programs will have a profound effect on the contract design industry. As far-fetched as that may sound on the surface, funds accumulated for retirement purposes will, in large measure, be invested in the built environment and thus impact contract design.

Because pension fund owners (corporations and industrial, municipal, state, and Federal unions), are continuously seeking risk-averse, maximum return investments, their activities are helping to change the face of America's built environment.

And, these fund controllers may also change some of the ways the contract industry and its professionals will market their services. For pension funds are



potentially the largest single source of money available in the United States for real estate developments.

Some of those effects will be:

- An increase in larger, mixed use projects in metropolitan areas.
- Accelerated movement to suburban areas with mixed use office parks.
- Changes in the role of the developer entrepreneur.
- New growth in venture capital for "office of the future" technology.
- and, thus, new opportunities for the contract industry.

How it works: In 1974, the Government expressed its interest in helping Americans to a secure retirement with the passage of ERISA — The Employee Retirement Income Security Act. This brought Federal regulation, with emphasis on "the prudent man's rule," to all private pension and welfare benefit programs in the nation. The program ultimately will vest a nonagricultural wage and salary workforce of 49.7 million Americans (if the Minimum Universal Pension System, MUPS, is adopted). It will continue to provide unprecedented and increasing concentrations of money for investment with Federal limitations on how these funds can be spent.

This rapid appearance of large concentrations of money since 1974 has spawned the appearance of a new breed of financial expert: the pension fund manager, which can be a bank, an insurance company, a national real estate firm, or a consulting firm. Funds can be, and often are, placed in commingled or "pooled" funds administered by the managers. Or, they can be directly placed by the owner or the manager.

Until recently, major investment of these funds has been in stocks and bonds. A large percentage has gone into mortgages. But with inflation, the poor performance of the stock market, and the languishing of the mortgage market due to high interest rates, pension fund managers have been looking for a way to diversify portfolios in a manner that would be responsive to inflation and also provide stability. Consequently, they are now entering real estate market on an equity basis in a manner that is having considerable impact on the real estate industry.

Billions in real estate

Two of the largest managers are the Prudential Insurance Company and Equitable Life Assurance Society. Through the PRISA (Prudential Property Investment Separate Account) I and II funds, Prudential now owns $2 billion worth of real estate. Equitable, the second largest, owns $1 billion. Prudential, according to Malcolm D. MacKinnon, vice president and actuary of the giant insurance firm, "led the movement to ownership of property as a suitable investment for pension funds," with the introduction of PRISA 11 years ago. "American fund managers are looking at all kinds of alternatives," says MacKinnon, "and real estate has seemed very attractive to them because it appears to behave well under inflation, appreciating at a good rate.

Pension fund owners achieve diversity in two ways: by having more than one manager, or type of manager, and by having different types of investments. There are also different vehicles available to them. In real estate alone, four types of real estate equity investment vehicles are available: 1) pooled or commingled funds offered by banks and insurance companies, 2) closed-end funds offered by investment counselors, 3) real estate investment trusts, and 4) direct investment. All of these provide the investor with an equity position in one or a group of properties, the average minimum cost of which is $5 million.

Other investments being offered to pension fund investors include: fine art, antique coins, diamonds, gold, oil and gas leases, and timberland. None of these provide the income stream that real estate does..."a rate of return that does something for the economy," says Malcolm MacKinnon. One big rival for real estate in the affections of the pension fund manager is international investment, according to Michael Clowes, editor of *Pensions & Investments*. "But real estate remains number one on the priority list." And equity participation in real estate is looking better and better, as a hedge against inflation.

Pension funds, to be sure, are not the only investors in this market. Insurance companies have had a long tradition of investing in real estate for their general accounts. Europeans, Arabs, British, and Canadians are all investing in America. All of them, in fact, are after the same properties — dollars chasing deals — and driving up real estate prices astronomically for desirable commercial industrial properties.

Developers: a new breed?

Pension fund managers are partial to office buildings, warehouses, factories, and shopping centers, with hotels and residences bringing up the rear. Residential is suffering from a shortage of mortgage money; hotels are viewed as labor intensive and subject to wear. Offsetting this is the responsiveness of hotel room rates to inflation. Existing properties in these categories are being bought up in such numbers that prices



PENSION FUNDS

Money managers hire experts

are steadily rising. "This could force prices up to the extent that yields will go down and make real estate less attractive as an investment," MacKinnon warns. But another effect has been to change the role of the pension fund manager from passive to active.

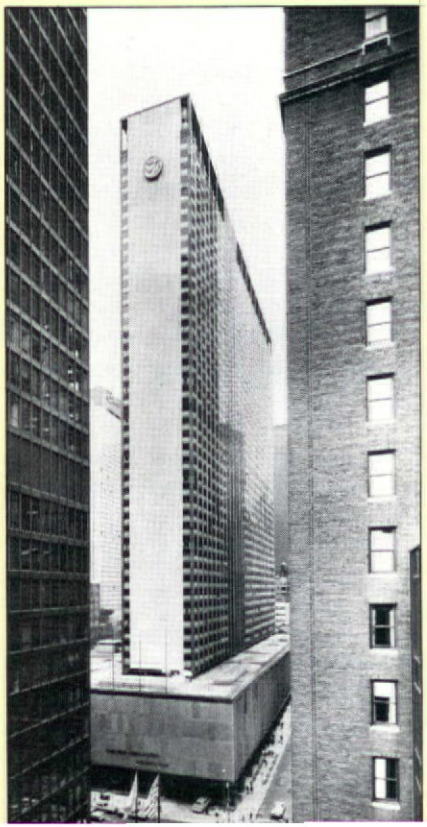
Once satisfied only to invest, managers are becoming aware of the difference between an investment in real estate and one in stocks and bonds. Unlike other investment types, real estate returns can be improved by good management. For this reason, pension fund managers are becoming interested in playing an *active* role as *developers* and *managers*. As such, they may be changing the position of the developer, both as the financial "partner" and with regard to the property itself.

As pension fund managers begin to exhaust the stock of existing properties and begin to look at development of new properties, there are signs this year that a new breed of developer is emerging. This is reinforced by the emphasis on equity ownership: as owners, the funds can participate in the income stream from rents, with a balloon effect at the end, when the property is sold. By controlling costs and improving management procedures, profits can be maximized. Rents are also susceptible to upward adjustment to meet inflation. As long as inflation lasts, equity ownership in real estate will be the most stable investment pension funds can make.

Role of developer changing

This is bringing about a change in the role of the developer. Typically, developers have entered into joint ventures with pension fund managers for the acquisition or development of a property. The fund supplies the financing and controls the financial "package." The developer acts as the local project manager, responsible for construction, leasing, and management. Fund managers have been extremely selective about developers, looking for high quality regional or local organizations with a good track record. Such a fund acquires a senior interest in the project; the developer's subordinate interest tends to keep pressure on him to maximize operating efficiencies. And the developer has been willing to accept this subordinate role as a tradeoff for the "creative" financing that provides him with development money. Plus, tax shelter advantages accrue, in as much as pension funds are tax exempt and do not need these benefits.

With increasing involvement in real estate, banks, insurance companies, and consultants have been staffing up departments with experienced entrepreneurial talent from major real estate investment and consulting firms, to the point where many of them rival the developers in expertise. These people are experts in acquisitions, valuation, construction, finance, and law. In response to the need to achieve a more direct control over property management, the staffs also include leasing and management professionals capable of day-to-day monitoring of property management functions and results. These professionals search out and review potential deals, negotiate with developers and property owners, and oversee management of the properties.



Demand for larger projects

But with the larger concentrations of money available, there is now a demand for larger projects: mixed use office buildings, mixed use office parks, and major urban complexes. The pension fund manager, with his greater resources and financial techniques, and the need for strict financial control, can provide more efficient services than all but the largest national development firms that control desirable properties. He or she can wield considerable clout. As a result, the pension fund manager with a need for new properties of greater size and efficiency, is taking over the developer function: he buys the site, develops it, and runs it. The local developer is relegated to a contractor function in this situation.

Insurance companies have been acting as developers and owners for years. Prudential's $2 billion PRISA accounts include 500 industrial buildings, 200 office buildings, 75 hotels, 50 shopping centers, 55 apartment buildings, and over three dozen farms. Those companies develop and build properties.

Harry Pierandri of Equitable's Realty Operations says, "We are getting more involved in the early stages of development, but we expect the developer to make things happen. We rely on the developer for the vision to develop the property, assemble the site, and hire the

architect and contractors." Equitable's design and construction departments maintain a group of architects who oversee state-of-the-art technology in the planning stages of a project and review plans and specs.

Office of future financing

Another way in which growth of pension funds is affecting the contract industry is in providing venture capital for high technology. A preferred investment now is in the electronics and technology required by the "office of the future" concept.

For the 1980s venture capital will be looking for companies involved with inventions designed to increase productivity and conserve resources. Preferred are computers, semi conductors, peripheral equipment, medical electronics, genetic engineering and testing, measurement, and quality control instruments.

One venture capital firm, Oak Investment Partners, specifically emphasizes "office of the future" technology and telecommunications. Because pension funds, which comprise the bulk of institutional investors, are now after growth, they have been moving into higher risk stocks, subject to ERISA provisions. They see office technology as the last great area where capital investment has not made great inroads..."and we are just starting to see movement now," says G. Nicholas Potter, senior vice president of Morgan Guarantee Trust Company. That firm is manager of more than $20 billion in equities, according to *The New York Times*. Prudential's common stock investment includes a specialized fund that invests in small- and medium-size companies.

The bulk of the workforce has moved from agriculture and manufacturing to information processing and services, says David Bellet, a venture capital expert who sees room for investment here. "And, since productivity improvement measures usually haven't been directed at information service workers, half of the workforce is now employed in the least productive part of industry. The investment community is looking for anything that facilitates getting higher productivity out of labor or capital," says Bellet.

Recently, the president of a major real estate research firm, M. Leanne Lachman, of Real Estate Research Corporation of Chicago, reported on interviews with 71 industry leaders on investment opportunities in real estate. Her conclusions are: (as reported in February 1981 *Pension World)*

- Retail space is in oversupply in large Metropolitan areas; developers are turning to medium-size and smaller cities and to redevelopment of downtown areas.
- Hotels are suffering from perception of escalating room rates (not in New York City).
- Office buildings are strong throughout the country. There is an emphasis on office parks in smaller cities and suburbs.

Rising costs have created interest in multi-use industrial parks, offering office/showroom distribution/service center facilities. There is an emphasis on medium and smaller-size cities.

The bottom line

What does all this mean to the architect and the contract industry? "With few exceptions, financial sources really aren't related to the architect," says Kenneth Simpson, executive vice president of Lazard Realty Inc., a wholly owned subsidiary of Lazard Freres. The firm sometimes acts as a developer, in some cases buys existing properties, in some cases joint-ventures on new projects with the developer. "When we are developers," he says, "we hire the architect. When we are co-venturer with another developer, we or they, or both, will get involved with the architect. The architect is still dealing with the developer. If financial people are driving the job, they will be aware of the architect's reputation."

This suggests that the architect now has a need to present him/herself to the



financial community. In real estate circles the three magic words are "location, location, location." Good design is important only where all other things are equal. "A good design in a poor location doesn't work, if nobody goes there. In a good location, a good design does better than a poor design in a good location," Simpson says, citing the Seagram Building on New York's Park Avenue. "It enjoys a terrific location, even with a number of other buildings around it. Seagram's is regarded as a well developed, desirable property (over the others), because of its good design.

Those who are saying, "we are developers," are well capitalized developers. They identify a site, they buy the site, go through the approvals, hire the architect and work with him, and hire the contractors. They have whatever expertise is necessary to coordinate the project. But most financial sources don't have the ability to co-opt the developers' function."

The architect or designer who cannot communicate ideas in financial terms will run the risk of being misunderstood, or worse, ignored. On the other hand, as the financial community gains more direct exposure to architects and designers, it may come to understand the long range benefits of human and social values that have always underlined responsible design decisions. Architects and designers may educate financial people. It has happened before. □

CONSERVATISM, CREATIVITY ARE COMBINED IN TWO BANKS

Two Florida banks, Pan American Bancshares & Safra Bank, fight stiff competition with design-intensive spaces

"In Miami, a bank cannot afford to look less important than its competition," says Ronald W. Robison, president, Robison & Associates, Coral Gables. "This is especially true here because competition is so intense with new domestic banks and savings and loans being launched, existing ones adding branches, and everyone seeking the business of a large corporate clientele."

Whatever the specific materials or ambience of a particular space, some common elements of bank design do exist. To achieve the distinctiveness that sets one bank apart from another, Robison utilizes a number of key criteria:

1. Use of top-of-the-line or custom materials.

"Rich materials, lighting effects, marble, wood, leather—all convey credibility and encourage people to trust a bank with their money."

2. Custom detailing.

"Again, credibility is the key. At Safra Bank, we didn't just fit a standard door into a steel frame. We used a custom millwork door with an oak frame and special hardware."

3. Open or glass-enclosed offices.

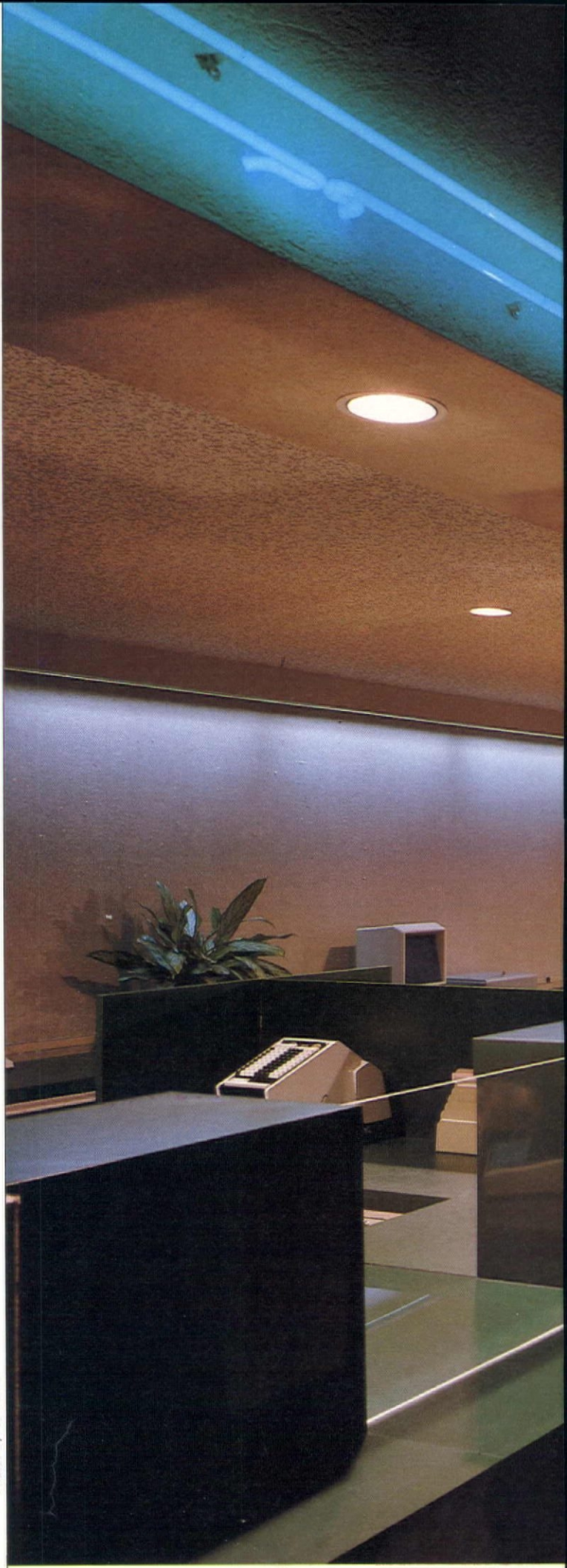
"There's a trend toward placing management people out in the open and up front so that they are visible and visually accessible. This too builds trust among patrons."

4. Emphasis on contemporary shapes and forms.

"We're still using the old materials—wood, marble, brass, leather—but using them in new ways. Banks are lighter and more open today, with a sleek look that incorporates word processors and computer terminals."

5. Creature comforts.

"The heavy, clunky old chairs that used to sit beside a banker's desk are passe today. We specify chairs that are easy



Quality contemporary materials and unconventional use of neon give Pan American Bancshares its look of credibility combined with creativity. All millwork in teller's stations (right) is custom designed to discreetly mask security and communication systems.

Photos by Bo Parker




PAN AMERICAN BANK

to move so that the space works with both flexibility and efficiency."

6. Functional efficiency.

"Part of what makes a space comfortable is its ability to work well. We have to provide furnishings related to the electronic equipment, so that two tellers can share a computer terminal, for example."

7. Subdued elegance.

"It's easy to overdress a bank. Much more difficult, and ultimately more satisfying, is the creation of an image in an understated environment."

CONTRACT presents two outstanding bank designs by Robison & Associates that illustrate application of the above guides.

Contemporary earth tones and an unexpected punch of emerald green neon give bank a look of its own

Use of contemporary materials and a conservative color palette was Robison & Associates' approach to projecting an innovative—yet stable—image for Pan American Bancshares. The 4,000-sq.-ft. banking facility is located in a two-story space off the street level entrance of Merrick Plaza, a new office building in the heart of Coral Gables. Maintaining an efficient operational flow for tellers, clerical workers, and banking officers was also high among the design objectives.

Height of the two-story space and an abundance of natural sunlight, supplemented by incandescent and fluorescent light, provided a clean-edged architectural look for the interior spaces. Teller's stations are covered in a high-gloss green mica, and all millwork is custom-designed to incorporate the sophisticated security and communications systems in an unobtrusive manner. White stucco pre-fabricated panels cover support columns in front of the teller's counters. Above the counters, an emerald green neon sign spells out the bank's name. Use of neon in a bank is unusual, but does not detract from its dignity. On the practical side, the neon softens the bold white soffitt that dominates public space overhead.

Conference room is completely open to public view through floor-to-ceiling structural butted and tinted glass windows. Upholstered panels of emerald green mohair fabric cover the back wall of the room. Other conference room walls are covered in natural linen.

SOURCES

Seating, conference table—Herman Miller. **Desks**—JG Furniture. **File cabinets**—Sunar. **Desk Accessories**—Smokador. **Window blinds**—LouverDrape. **Tile**—Dunan Brick. **Custom Millwork**—Atlantic Millwork. **General Contractor**—Lotspeich Co.

Graphic stripes and shadows are created as sunlight enters between slats of dark bronze vertical shades (left).

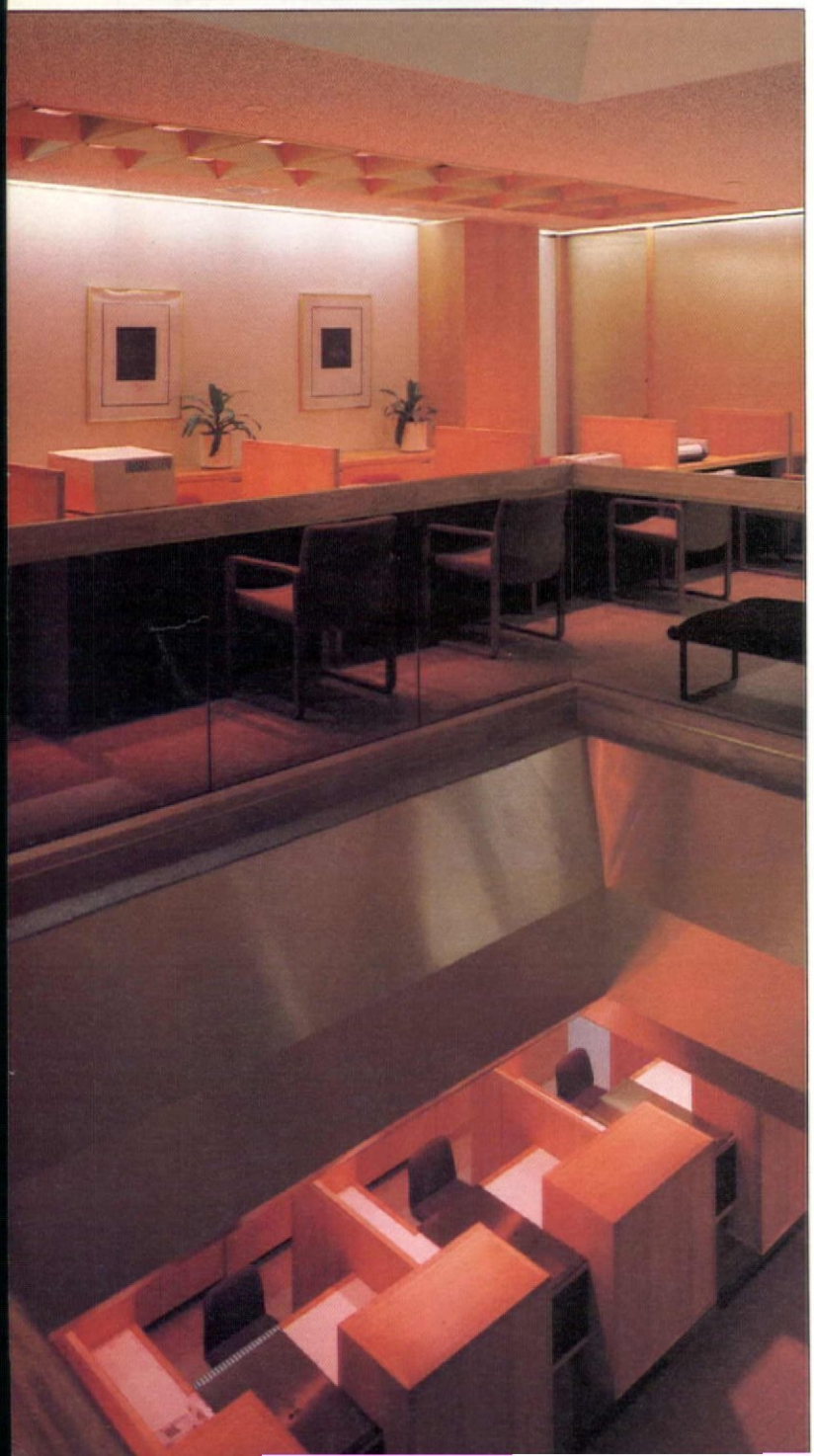




Platform desks in open public spaces (above) are made of natural light oak and sit on plush wool carpet. Wheat-colored paver tiles cover floor in trafficked areas and are same tiles used on exterior of Merrick Plaza.



Photos by Bo Parker



FLORIDA BANKS

Escalator opening becomes dramatic balconied connection between two banking floors

Converting an existing two-story, 3,500-sq.-ft. lobby into modern banking facilities in the 30-story New World Tower Building was the challenge facing Robison & Associates when designing Miami's Safra Bank. Another consideration was to devise an exciting connection between the two levels that would enhance the bank's solid image.

Connection between levels was achieved by first removing an existing escalator from the middle of the lobby, then converting this vacant space into a balconied opening. Thus, a dramatic visual connection between the two levels was achieved, an area which became the focal point of the bank. A protective glass rail, trimmed in oak and brass, borders the balcony.

On the first floor, solid oak is used for the construction of massive, block-shaped teller counters. Counter walls alternate with flat work spaces of deep plum mica. This rhythmic design emphasizes the continuous flow of banking activity. Custom-designed brass light fixtures in inverted trapezoid shapes illuminate teller stations. In the first floor reception area, traditional tweed fabric in cream and mauve covers contemporary chairs. Carpeting is tightly-woven gray wool tweed. Custom-designed oak storage bins and files are concealed behind doors covered in gray fabric. Symbolic of the institution's solidarity is one brass covered wall.

Traditionally, bank vaults are located on the first floor. However, due to lack of adequate space, unconventional design placed the vaults on the second floor. To support the weight, floor required structural reinforcement. Vault placement necessitated installation of a specially designed lift to transfer money from the vault to the downstairs tellers.

Public space on the second floor is enriched by existing Italian marble columns and new fabric textured walls. This open area includes reception desks and bank officers' desks. Executive offices and conference rooms feature large glass walls to insure sound privacy and Levolor blinds for visual privacy. An oval oak table in the conference room is custom-designed. Completing the second floor is the accounting department, a crisp combination of white desks with solid oak tops and bright red metal chairs upholstered in a red tweed fabric. □

SOURCES

Teller seating—Kinetics. **Pull-up chairs**—Stow/Davis. **Benches**—Knoll. **Desks**—JG Furniture. **Conference table**—Modern Mode. **Conference chairs**—Mueller. **Phone table**—Roffman. **Lighting**—Lightolier. **Tile**—Forms & Surfaces Tile of Miami. **Custom Millwork**—Ralph Mishael, Inc. **General Contractor**—Florida Development & Construction Co.

Custom designed oval oak table dominates conference room (top). Beige tweed fabric covers chairs and plum and grey upholstered walls provide background for artwork. A glass, oak and brass rail frames the balconied opening (left) connecting the bank's two levels. Removal of an escalator created the space. Block-shaped teller counters (opp. page) are solid oak alternating with deep plum mica.




OCT
16



BANK OF NEWPORT STRESSES ELEGANT IMAGE

A posh, informal setting at California bank helps maintain a hometown identity, yet demonstrates facility growth and prestige to local population

Customers dealing with Bank of Newport, Newport Beach, Calif. relax in an upgraded casual atmosphere that takes the sting out of long waits on teller lines.

There are none at this facility where teller desks take the place of a counter.

An unusual feature of the bank's "teller line" is that it is staggered to create a less formal feeling. Individual desks are set off from each other by 2-ft. indentations and separated by 12-in. panels that provide privacy in customer transactions.

Exclusivity, privacy stressed

Indeed, exclusivity and privacy are elements of this plush facility. Lavish custom millwork, handmade carpeting, and other innovative decor accomplish the bank's goal: to harmonize with a community setting closely controlled by zoning, yet reflect an image of leadership in public service and banking prestige.

Prominent features of the headquarters facility at Avocado Street and Pacific Coast Highway include a ceramic-tiled garden level and an artificial skylight. The latter illuminates the main bank level 40 ft. below through an open well between both the first and second floors.

Staggered teller desks and checkwriting stand provide informal, yet comfortable approach to banking for customers of Bank of Newport, Newport Beach, Calif. All millwork paneling is teak and desks are of oak, stained to look like teak. Teller work surfaces are separated by 12-in. panels for privacy.

Subtle floor guides

Since city construction cannot exceed 36 ft. in height from ground level, the architect and designer dug deep to find subterranean space for the total 45,000-sq.-ft. facility. Customers have the option of using underground parking and entering a contiguous level, housing staff room, mailroom, switchboard, safe deposit area, and trust department.

Plantings outdoors and inside give a light and airy feeling to this level, which also has a waiting area of 1,000 sq. ft. Ceramic tile covers both the floor and a stairwell to the main level, subtly directing customers to new accounts and main transaction areas.

Once on the main level, customers have a sense of expanded space created by an open well between the first and second floors. The architect, Paul Ruffing, Ficker & Ruffing, opted for the well as a means of opening up second-floor work areas. Without the well, a lower-than-normal floor-to-floor distance on the second level would have led to congested work space.

Overhead skylight defines

New accounts desks and loan platform desks, custom designed by interior designers of the project, Cannell & Chaffin, are defined on the main floor by the well and skylight directly overhead. The skylight is composed of 2-ft. by 2-ft. fixtures in a continuous grid

BANK OF NEWPORT

Custom finishing, art foster local identity

pattern with a recessed center and bevelled edge.

A custom-made area rug with a hand-made 4-ft. border also highlights accounts desks and defines the central area, while corresponding in size to the skylight above.

Officer desks on the main floor are designated by table lamps, which create a homey feeling as well as serving a purpose in directing clients to special services.

All of the teller, platform and new accounts desks include a top radius and a 9-in. overhang for customers to pull up to in chairs. Millwork and panelling are of teak; desks are made of oak stained to look like teak.

Local art at each station

Second floor work stations are in a versatile open plan and feature task lighting on back work surfaces and a reflected ceiling plan over essential work areas. In addition, original samples of local art decorate each station and reinforce the bank's hometown orientation. A revolving art exhibit, featuring Newport Beach talent, is also included in custom cabinets on the main floor.

A progression of color schemes occurs in the building, from warm rusts and earthtones on the garden level to shades of steel gray, blue and beige that deepen from the first to the second floor. Executive offices on the top floor use the modular furnishings approach prevalent throughout other levels, but in richer tones of blue and wine red.

The same innovative approach taken in teller desks is employed in executive offices which have entrances that angle out into central space on the third floor. Each office has glass walls that enhance the building's open feeling. There are six executive offices, a conference center, library, president's office and kitchen on this level.

An exterior paved deck area (12-ft. wide) serves executive offices, each of which has sliding doors that open on to the deck.

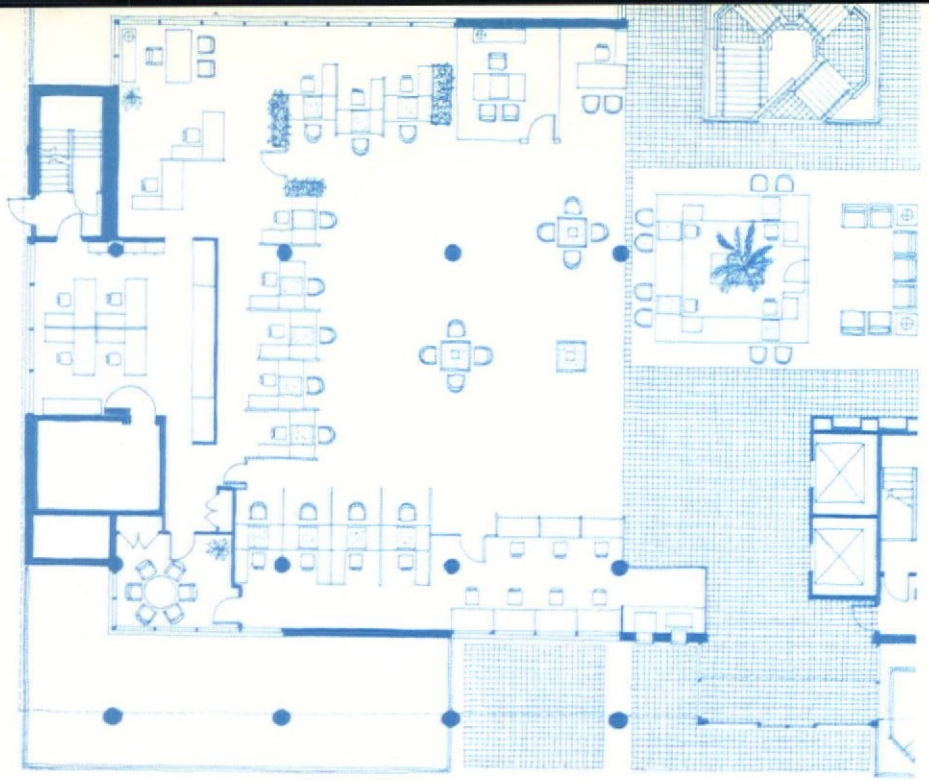
The third Bank of Newport operation, this facility has already realized improvements in worker performance, traceable to upgraded facilities. □



SOURCES

Teller line, check writing stand, planters, case goods, desks, files — Modular Designs, custom designed by Cannel & Chaffin. **Custom partitions** — Modular Designs. **Workstations, rotary chairs** — Hiebert. **Pull-up chairs** — Modern Mode, Taylor Chair. **Lounge Seating** — Martin Brattrud, Metropolitan, Cartwright. **Skylight** — Design Insights. **Planters** — D & J Woodcraft. **Lighting fixtures** — Columbia. **Boxes** — Lefebure. **Lamps** — Wildwood. **Rotaries** — Stow Davis. **Cube tables** — Benedetti. **Ceramic tiles** — Structural Stoneware. **Custom carpet** — Salle, design by Cannel & Chaffin. **Wallcoverings** — S.M. Hexter, Vicrtex. **Desk accessories** — Dapco. **Draperies** — Sheward & Sons. **Bank equipment** — Metcor. **Fabrics** — Design Tex, Baker, Kroll, Brown, International.

First floor of bank features custom designed millwork in main waiting area. Three rear display cabinets house artwork of local artists in a changing exhibit, supporting the bank's community spirit. Cabinets are lit from top and below. There are built-in coffee makers on the same wall. A combination of teak and oak are used in panelling and all furniture wood accents were refinished or ordered in teak color to coordinate with ambience.



Main bank, first floor, is depicted in floor plan at left. Main entrances, new accounts areas, and central banking area with teller desks are shown. Also indicated are operations area, officers' platform and conference room. Area (below) features extensive custom millwork and carpeting that define new accounts desk. The overhead well has a thick acrylic lens skylight which creates a grid pattern in lighting without losing clarity. Illuminated ceiling tile has bevelled edge. Distance from main floor to second level ceiling is 40 ft.

BANK OPERATES ON THREE LEVELS

Designed by Interspace/Washington, Baltimore's Equitable Trust features multi-level banking, grand architectural spaces, and a one-of-a-kind commissioned art piece by Rauschenberg

Equitable Trust Co., Baltimore, occupies a very complex space with two mezzanines overlooking its main banking floor. Designed by Interspace/Washington, all three levels of the retail banking facility are tied together by a communicating staircase and a grand architectural space. An elevator connects the three levels with third floor executive offices.

Locker rooms, a reprographics area, and a lounge/vending space are tucked in behind the second floor mezzanine. A rear staircase behind the teller lines allows tellers access to facilities on the first mezzanine.

Granite and marble selected for floors and walls is consistent with materials used on the building's exterior. The stone also relates to the commercial mall area, which opens to the west of the bank. Chrome and glass are used to add sparkle to the spaces.

Art is specially commissioned

A straightforward venetian blind treatment was selected by the designers to solve sunlight control for the large window walls which occupy more than one-half of the wall space. Ceiling is composed of a low relief design on a 5-ft. grid with incandescent downlights placed at module intersections. This was done in one continuous plane, thus creating an overall uniformity.

Internationally renowned artist Robert Rauschenberg was commissioned to do a major mural piece to hang above the main teller line. This piece is a three-dimensional, multi-colored, slightly abstract mural called "Bank Job." Straightforward, soft colors seen in the granite and marble complement the prime visual impact of this commissioned art piece.

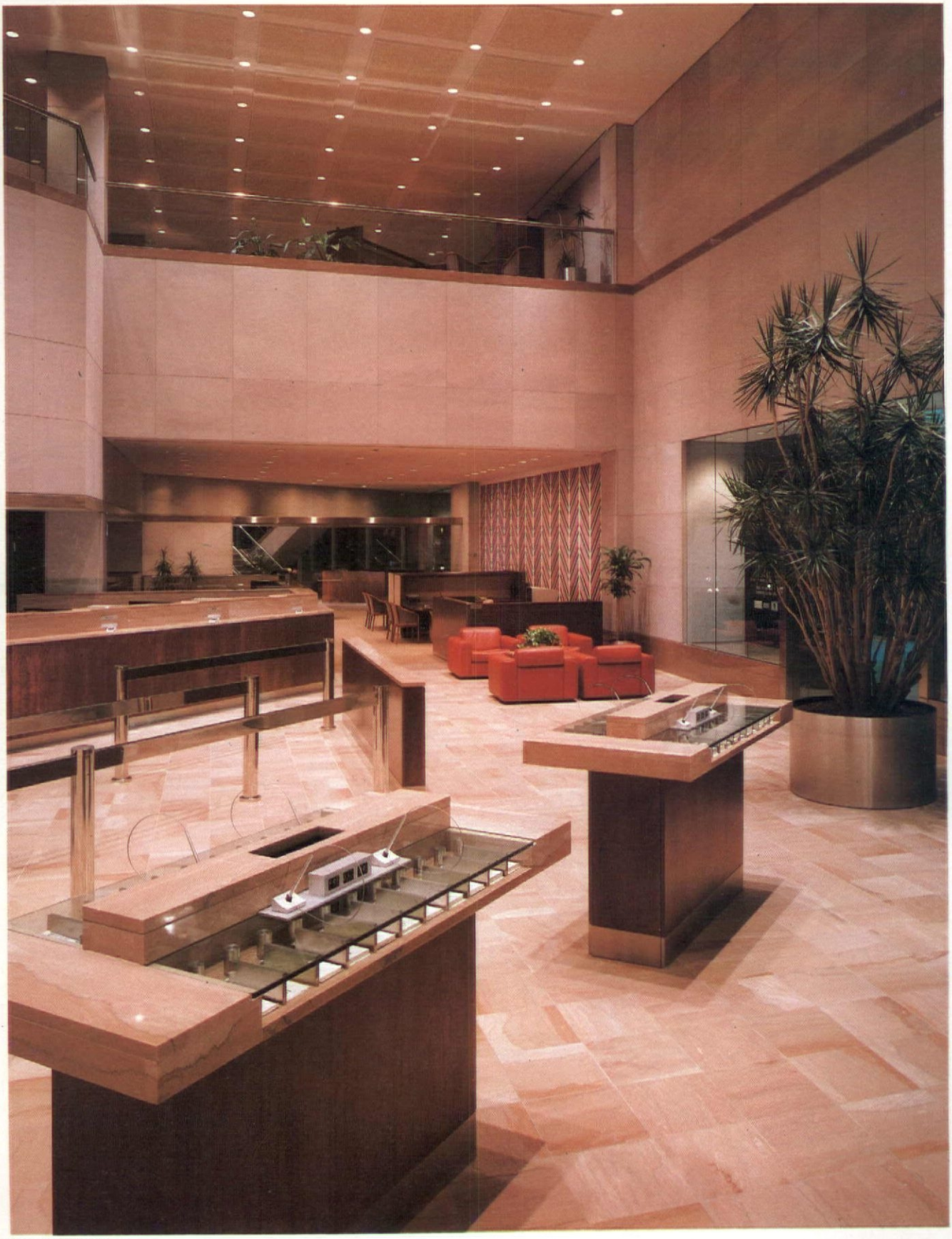
Traffic directed by barrier

A system of stanchions attached directly to the floor is used in combination with a wood barrier that is only 3-ft. high. Upon entering the bank, one is directed around the barrier and



Robert Rauschenberg's mural "Bank Job" hangs above teller line (right). Platform area (left) utilizes herringbone pattern custom wall fabric to add both color and acoustical absorption to the space.





Photos by Tom Crane

EQUITABLE TRUST

Furniture is custom designed

ushered into a line. Rather than being corralled, one experiences the entire space and has an opportunity to look up at the Rauschenberg art.

Furniture is custom designed

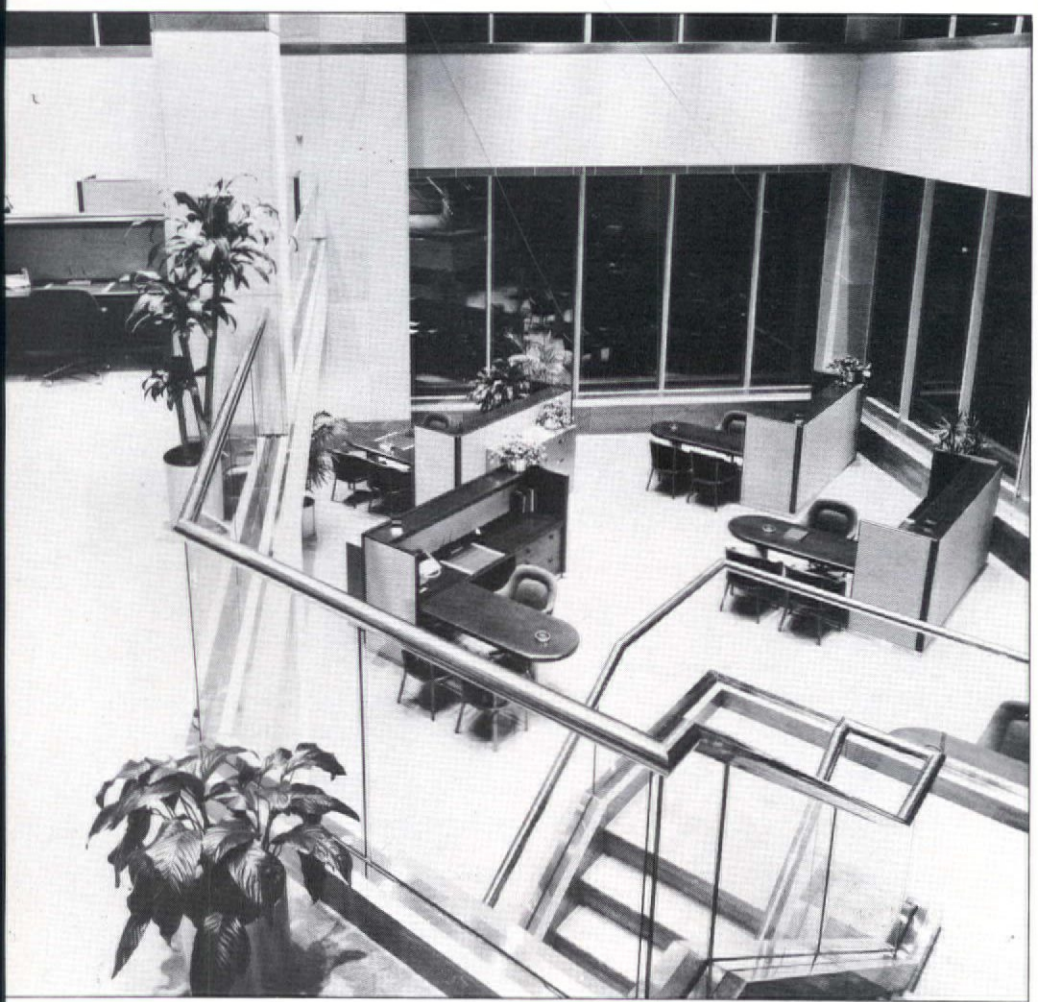
The only other major color seen in the space is a custom fabric wall used in the platform area under the first mezzanine. A herringbone pattern of silk was developed for the multi-functional wall, which had to be attractive as well as provide sound absorption.

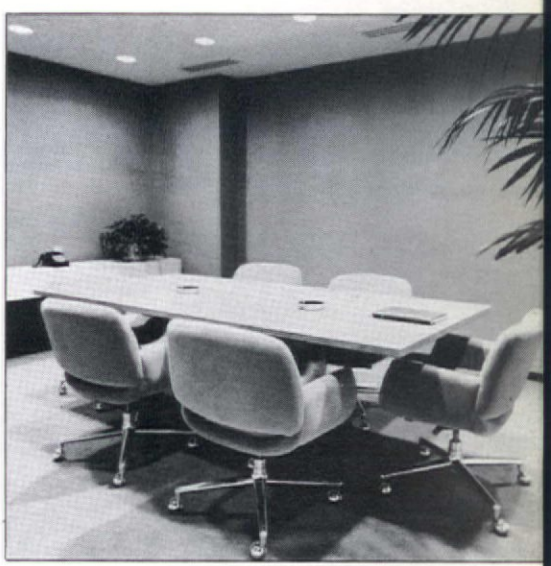
Custom furniture was designed for the entire space, including teller line, coupon booths, reception desks, platform officer desks, and desks in the metropolitan division. After analyzing needs of various users, it was determined that a relatively standard workstation would be developed for all personnel. Careful attention was made in detailing the furniture to make it consistent in appearance with general office furniture used in the tower space. □

SOURCES

Systems Furniture—custom design by Interspace; fabricated by Knipp & Co. **Chairs**—Brickel, Knoll, Brayton. **Fabric wall**—Carnegie Fabrics; Joel Berman/StretchWall Products. **Custom woodwork**—Knipp & Co. **Custom handrail**—F.H. Sparks Co. of Maryland. **Vault door and custom teller equipment**—Mosler Safe Co. **Stone flooring**—Hilgartner Natural Stone. **Quarry**—Candoro Marble. **Carpet**—Bloomsburg. **Venetian blinds**—Interblind Inc. **Plants**—Sunset Hills Foliage. **Custom Glass Wall**—Pittsburgh Plate Glass.

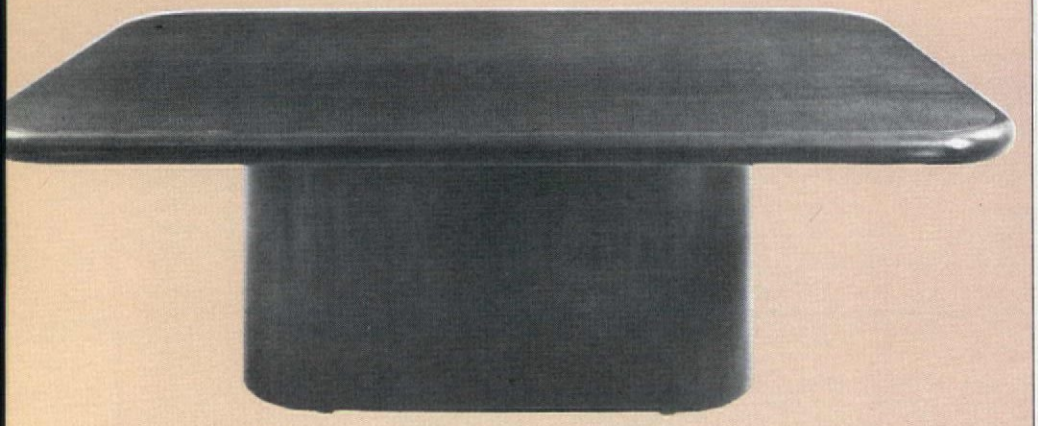
Principal-in-Charge/Interior Design—William G. Krebs. **Architects**—Cochran, Stephenson & Donkervoet, Inc. **Contractors**—H.C. Beck & Co. **Furniture installers**—Baltimore Stationery Co. **Acoustical consultant**—Robert Hansen Associates. **Lighting consultant**—Peter Barnum.





Chrome and glass used on stair rail (left) add crispness and sparkle to marble and granite spaces. Conference room (above) utilizes soft hues in walls, carpet, chair fabric, and woods. Grand architectural space and main banking floor (opp. page) are capped with modular grid ceiling created to achieve an overall uniformity.

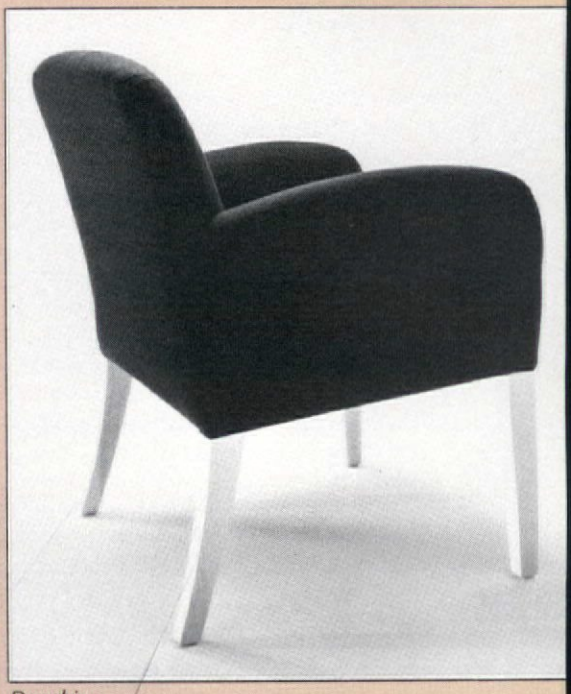
BANK PRODUCT OPTIONS RANGE FROM TRADITIONAL TO HI TECH



Dunbar



HON



Donghia



Rubbermaid

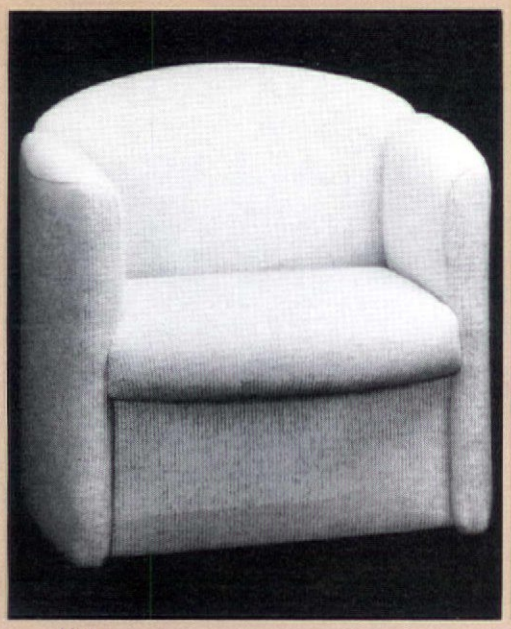
Furniture design is sensitive to multiple use, offers changeable components with novel materials, special detailing

Dunbar's Bankers Edition Collection features a broad spectrum of office furnishings detailed with mahogany and bronze inserts. Desks with and without leather tops, secretarial desks, credenzas, conference tables, low tables, and drums highlight this line.
Circle No. 281.

Ample proportions and sleek, sculptural lines are seen in **Donghia's** Arc Arm Chair. Features include hardwood frame, poly foam and Dacron wrap construction, and bleached ash legs with steel glides. Chair is also available without arms. **Circle No. 298.**

Norman Bates Inc., Div. HON Industries, offers new Avatar series of desks. Range includes desks, returns, matching credenzas and lateral files. Exterior finishes are matched by interior finishes of drawers and compartments.
Circle No. 255.

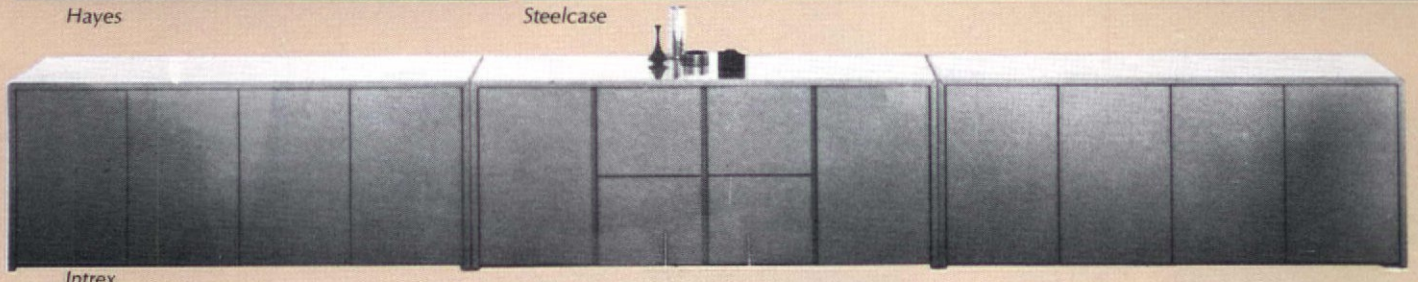
Rubbermaid's Cleatmat Plus chairmat provides a firm rolling surface even on plush, heavily-padded carpeting. Its



Hayes



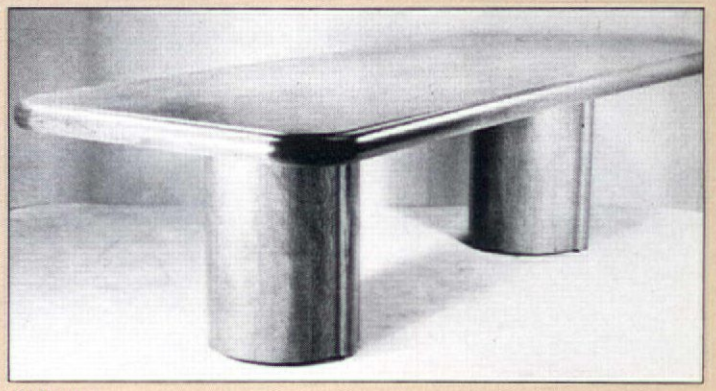
Steelcase



Intrex



Knoll



Roffman

teeth resist chairmat creep and textured finish provides scuff resistance. Recommended for high-pile carpet & plush cuts. **Circle No. 302.**

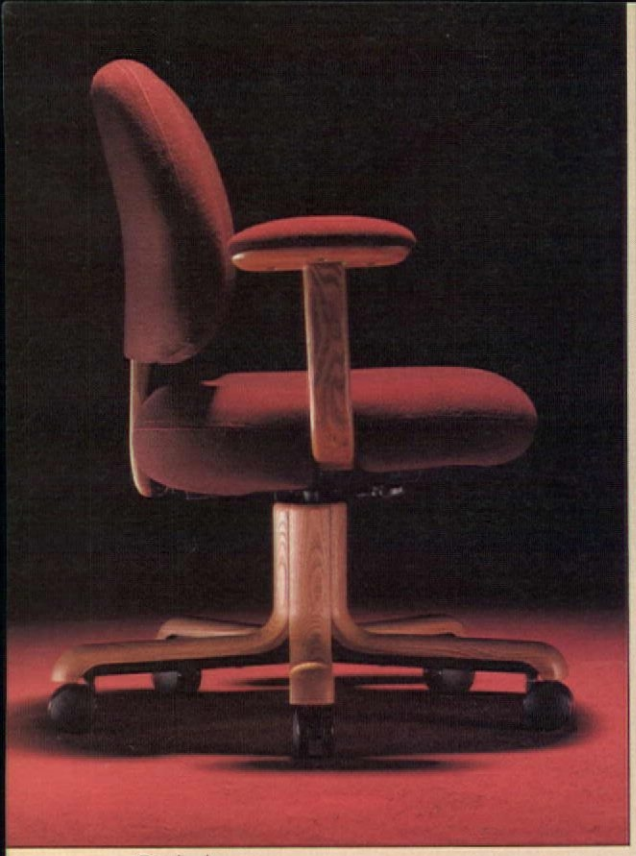
Sector Lounge Chair from **Hayes** utilizes single needle top stitch tailoring and is available in an array of fabrics, leathers, or COM. **Circle No. 277.**

Series 400/420 desks and credenzas from **Steelcase** are available in light oak, dark oak, and walnut veneer, treated with a vinyl finish which resists wear. Inner steel framework gives each piece extra rigidity and keeps drawer openings straight. Top and end panels are rounded for sculptural look. Back panels may be flush or recessed, and Carpathian Elm Burl inset is available for desk tops. **Circle No. 256.**

Katonah cabinets with file drawers and doors from **Intrex** are designed by Paul Mayen. There is no visible hardware; instead, drawer fronts have contour ends to permit finger pull. Doors have touch latches that allow them to open by finger tip touch. Units are offered in 13 glossy lacquer colors, four woods, and four burls. **Circle No. 267.**

Paul Haigh's new table design for **Knoll** consists of interchangeable side rails, legs, and table tops. Five side rail sizes and two leg lengths in black or clear anodized aluminum create 24 different size tables. Top surfaces are glass or plastic laminate. Thin, decorative ribbon of color forms a border around the top edge. **Circle No. 307.**

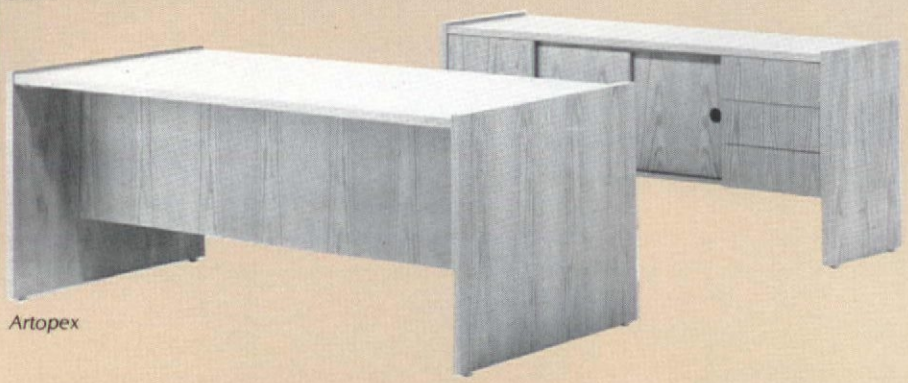
Series 80 conference table from **Edward Axel Roffman** is available in a wide range of custom sizes. Table is designed for easy assembly on site and is shipped with pedestals removed. Offered in English brown oak, olive ash burl, American white oak, and American walnut with 3-in. bullnose edge. **Circle No. 271.**



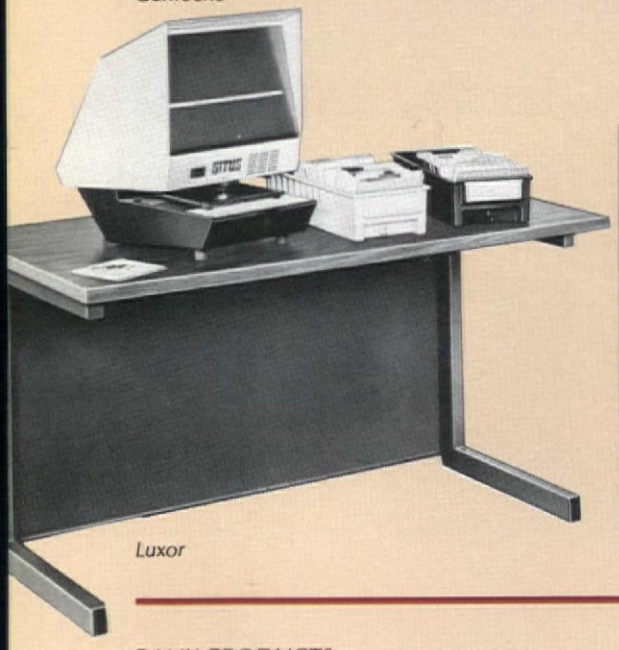
Gunlocke



Davis



Artopex



Luxor



CI Designs



Wright

BANK PRODUCTS

Styles project future technology

Gunlocke's Tempus seating line features solid white oak construction combined with easily operated pneumatic controls. Solid white oak arms, base, and back upright are steambent. Management, mid-management, and taskworker models are available. **Circle No. 305.**

Davis Furniture brings another component option to its Private Office System with the ETD-7836 Table Desk. It is available with polished aluminium ends and stainless steel base, or with a 3-in. solid oak bullnose edge. It is also offered in walnut veneer with solid American red walnut edging. Inlaid leather top with polished aluminum trim is available as an option.
Circle No. 272.

Artopex's new oak veneer desk series is called Formex. Available in light or medium oak, series includes two sizes of double pedestal desks, matching credenza, and secretarial desk with return. Drawers have roller bearing suspension arms, while filing drawers have full extension suspension arms. All desks are delivered set-up. **Circle No. 282.**

Luxor Corp. has introduced six new workstations specifically designed to be used with microform readers and small office computers. Tables come with walnut woodgrain laminate tops in a variety of sizes. All are available with one or two locking cabinets suitable for fiche tray or floppy disk storage.
Circle No. 299.

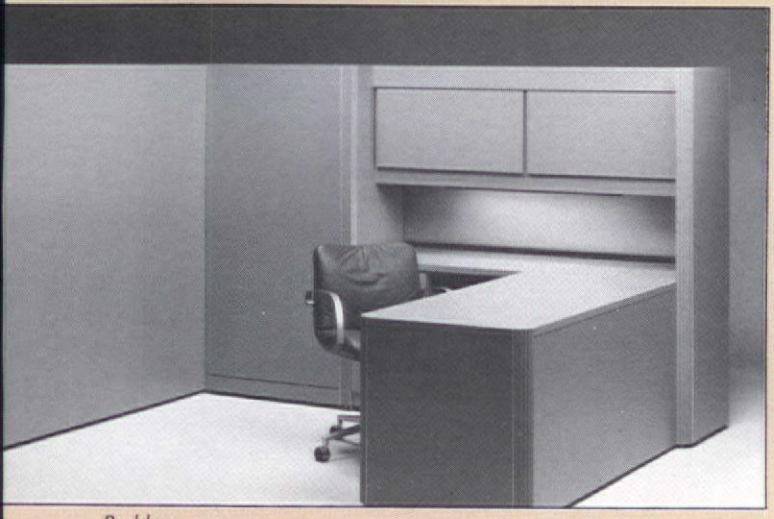
Kirkpatrick folding chair is from **CI Designs.** It features a unique, patented hinge that, through the use of a special



Krug



Mueller



Probber



Hesco

cam, connects movement of seat to back. When seat is lowered, back automatically locks in place.
Circle No. 254.

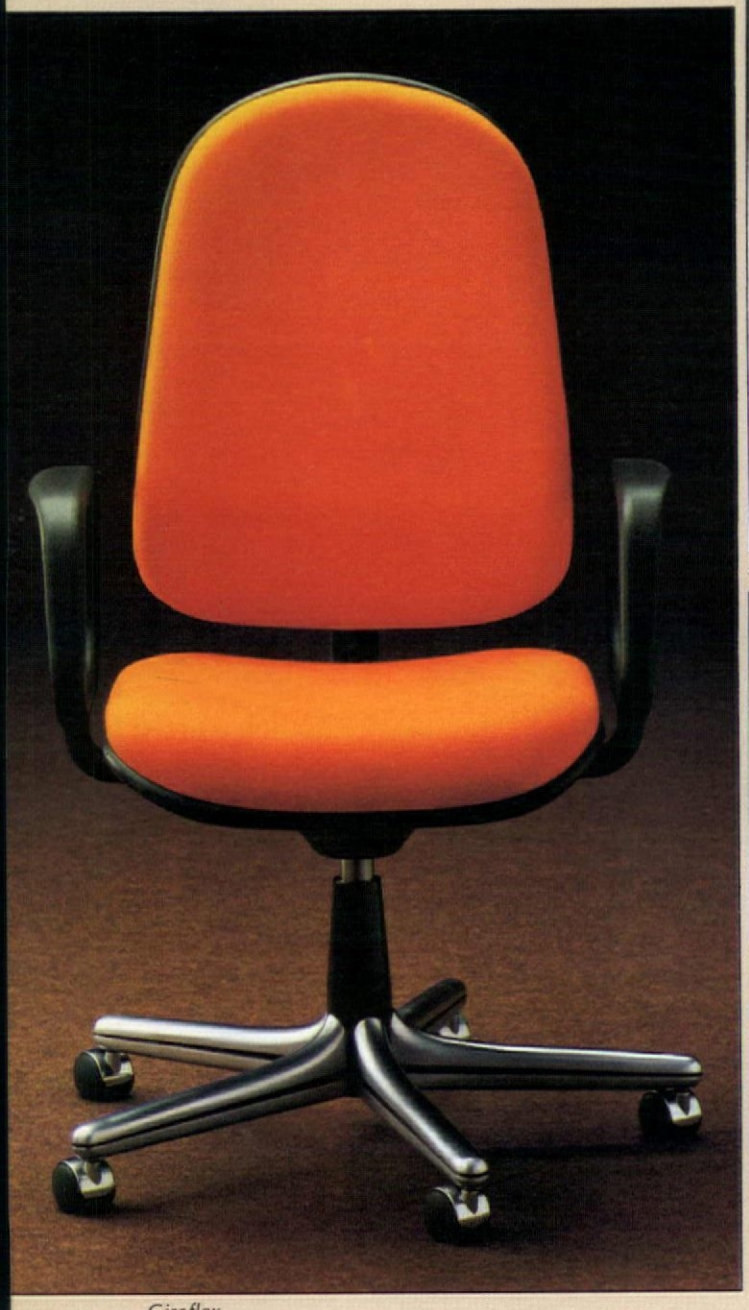
A new line of terminal work stations has been introduced by **Wright Line Inc.** Intended for use with CRT terminals and microform viewers, workstations have limitless capability to position both viewing screen and keyboard so as to minimize fatigue and eye strain.
Circle No. 269.

Model 1203 from **Krug** features sled base, round-arms, and is available in either oak or walnut in a variety of finishes. It also comes in a straight leg version, with a series of matching tables. **Circle No. 286.**

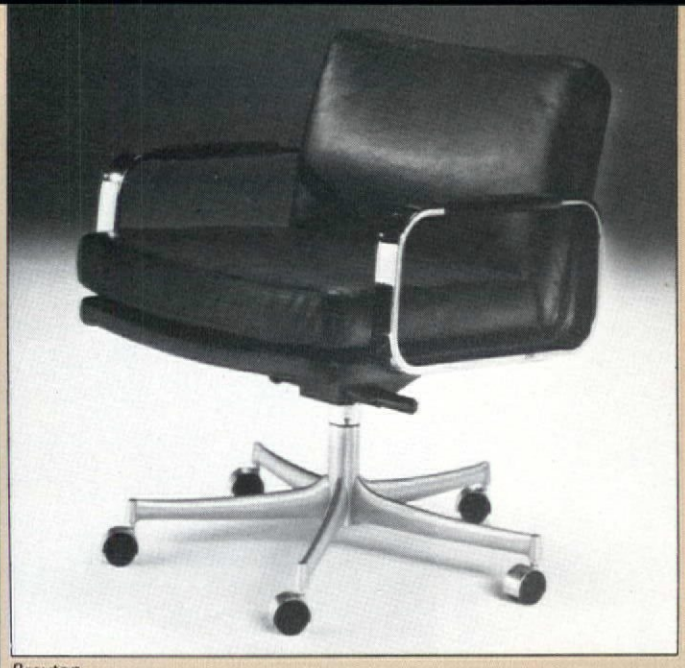
Integre desk and credenza group was conceived by the **Mueller** design team in collaboration with James Howell. Available are seven credenzas and three desk chassis sizes with flush or recessed fronts. A variety of storage, box, and file drawer components are offered. Complementing the casegoods collection is the Integre occasional, conference, and table desk group. **Circle No. 266.**

Harvey Probber's Advent III Customization program enables designers to alter the visual character of Probber's open office furniture system. Advantages include unrestricted hidden wire management, concealed task and ambient lighting, and a capacity to absorb future technologies. Customization process enables workstations to swing from Transitional to Post-Modern.
Circle No. 275.

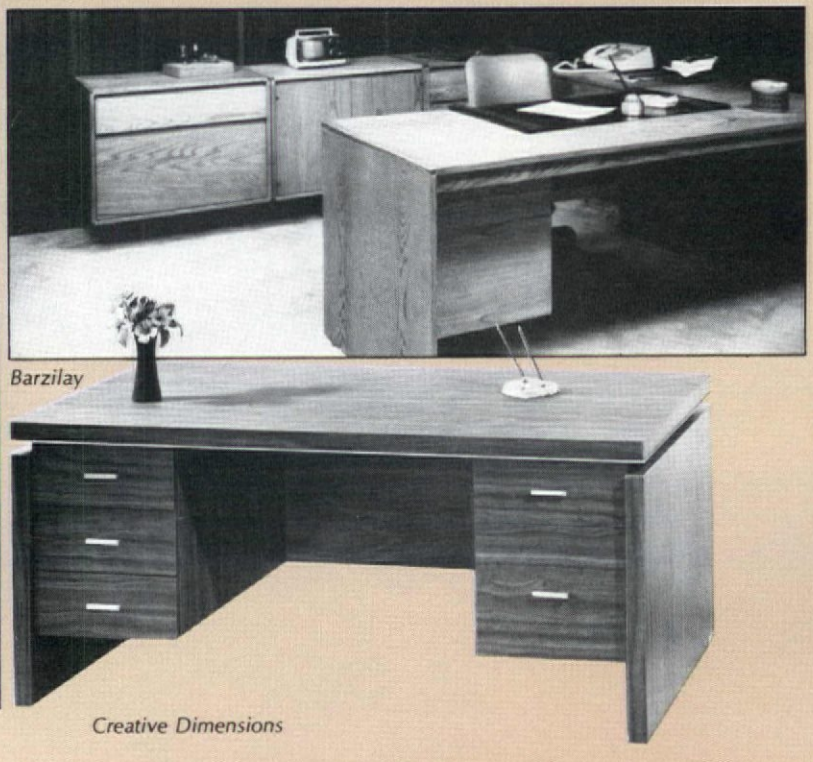
Hesco's traditional desk line is complete with matching bookcase, credenza, and files. Quality veneers are used on all sides and are lacquered to a high sheen. Desk line is available on Hesco's five-day quick-ship program.
Circle No. 284.



Giroflex



Brayton



Barzilay

Creative Dimensions

BANK PRODUCTS

Choice of finish expands

Dimension from **Brayton International** has upholstered elements 23½-in. wide bolted to frame made of mirror chrome or antique bronze plated rectangular steel tube. Variations—such as leg base, sled base, tilt swivel, low, medium, and high backs—are available.
Circle No. 292.

Polytrop chair series from **Giroflex** is available with or without armrests in a wide variety of models. Adaptable to individual needs, chair offers a relax mechanism, backrest adjustment mechanism, and proper lumbar support.
Circle No. 253.

System 300 from **Barzilay** is designed by Jack Benveniste. Premium-grade American black walnut or Appalachian oak is combined with inlaid aluminum. Separate hooks are not necessary to attach components. Each unit has its own integral mounting device and cabinets and shelves can be re-located in minutes and adjusted easily.
Circle No. 261.

Formate office furniture, manufactured by **Creative Dimensions,** has available a choice of nine standard laminates, three woodgrains, and six new solid colors. New trims are also being offered. Pictured is the 3000 Series desk which includes floating top in oiled walnut.
Circle No. 303.

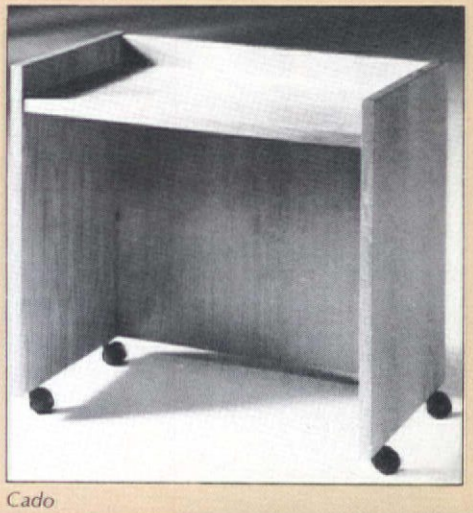
Gas operated lift for height adjustment is featured on new fully adjustable Ele-



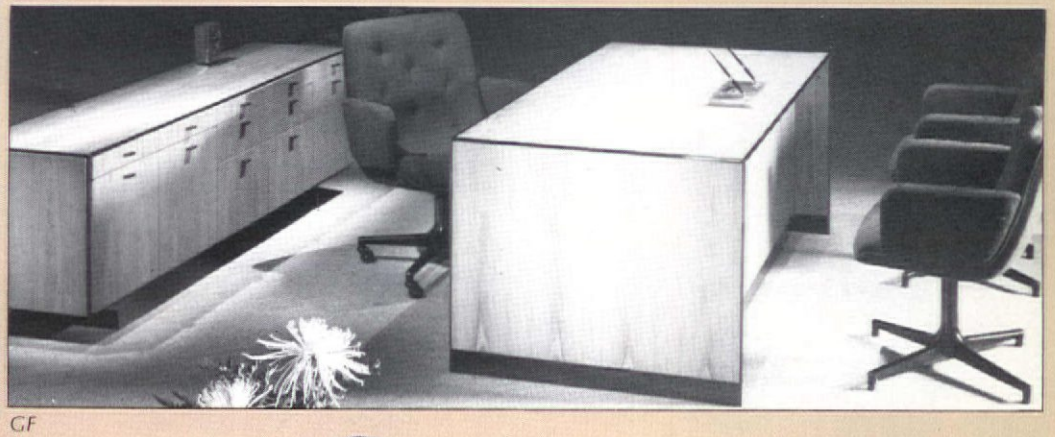
Loewenstein



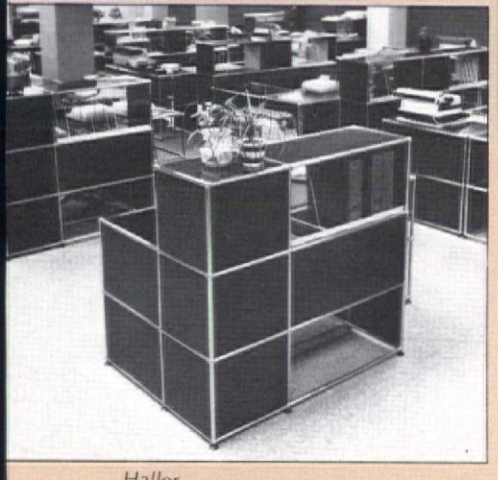
Beaver



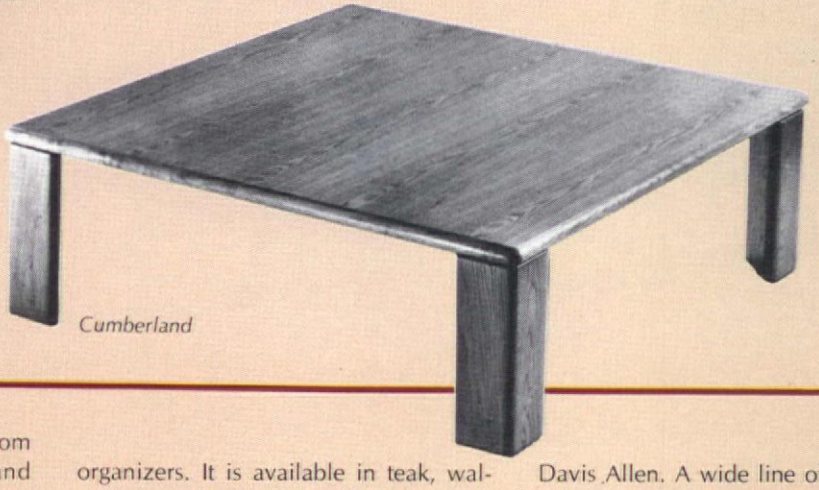
Cado



GF



Haller



Cumberland

vare secretarial and drafting chairs from **Loewenstein.** Upholstered seat and backrest are encased in black molded plastic shells for protection and easy recovering. Heavy polished cast aluminum five-leg base has hooded dual wheel casters. **Circle No. 274.**

Queen Anne wing chair is from **Beaver Furniture Corp.** Also offered from the firm is a barrel chair, tufted Chippendale wing chair, club chairs, single seaters, and sofas. **Circle No. 295.**

Cado/Royal System's Cadodesk system consists of executive desks, returns, typing tables, suspended pedestals, and organizers. It is available in teak, walnut, or oak with all hardware completely hidden. Desks are offered in three sizes. **Circle No. 279.**

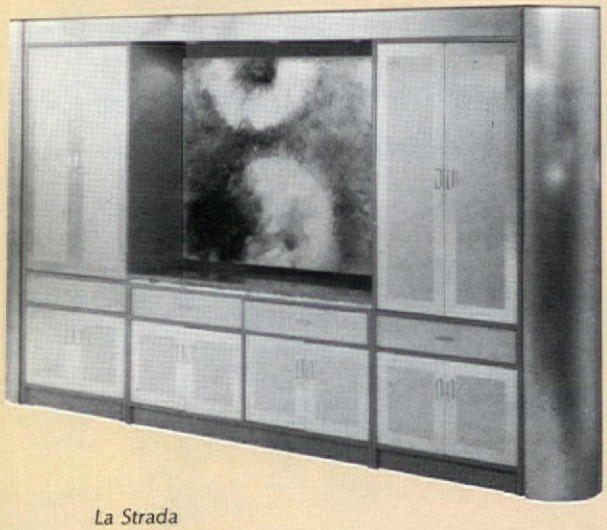
Haller's system meets staging and storing requirements through its basic modular components and accessories. Modules include tubular chrome, panels, and worktops in bold colors. Ball and screw connector links tubes to create multi-purpose geometric structures. **Circle No. 285.**

GF Business Equipment's line of executive office furnishings is designed by Davis Allen. A wide line of desks, consoles, and cubes affords a number of variations through sizes, heights, drawer and cabinet arrangements, finishes, colors, and trim selections. All desks are available in wood and steel. Desks have removable and reversible tops with built-in grommets allowing hidden wire installation. **Circle No. 278.**

Table group 5240 from **Cumberland** comes in walnut or oak veneer with 1¼-in. thick solid wood bullnose edge. Legs are solid walnut or oak with a hand rubbed oil finish. Pyramid pattern top is also available. **Circle No. 293.**



Conwed



La Strada



La-Z-Boy



Data Furniture

BANK PRODUCTS

Video platforms articulated

Conwed's System 2 open office furniture features fabric-wrapped hard panels and radius-edge drawers. A full-to-the-floor look is achieved by eliminating aluminum bases on both panels and furniture. Matched wood grain on drawer fronts and storage compartments are featured in the all-wood craftsmanship. Offered in a choice of three finishes, system also has wood-framed, see-through panel. **Circle No. 268.**

Wall unit from **La Strada** features brushed and polished aluminum doors, radiused sides, in either aluminum or brass finish. Unit can also be ordered in a variety of colors. **Circle No. 262.**

La-Z-Boy's executive reclining office chair with leg rest has five-span base in solid oak. Reclining mechanism is guaranteed for the life of the chair against defect. Series offers matching pull-up chair, low and high back swivel-tilt, and an executive secretarial chair. **Circle No. 291.**

A new line of furniture for video display terminal workstations has been introduced by **Data Furniture Inc.** Line was developed after three years of VDT operation studies. A VDT table that allows simple electrical adjustment of the keyboard and screen, along with adjustments for source materials is the key piece in the system. In addition to the VDT table, system also includes work tables and portable document files. **Circle No. 304.**



American Seating



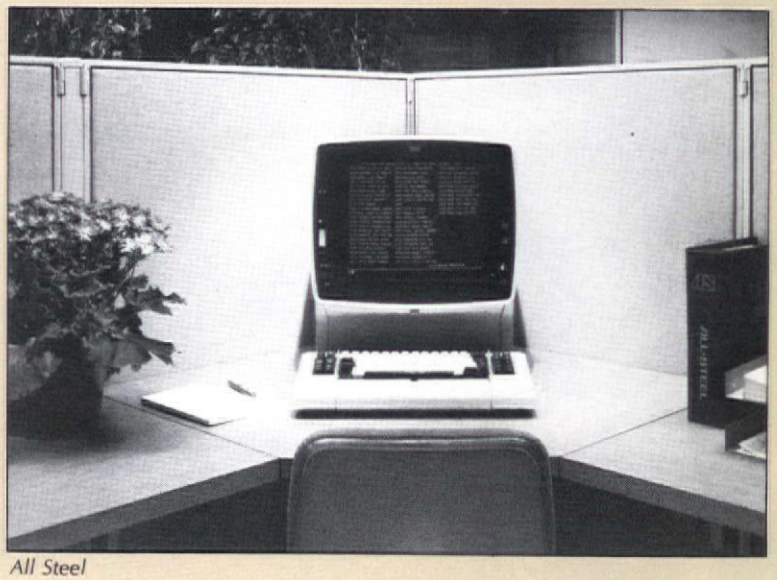
Kittinger



Biltrite



Gregson



All Steel

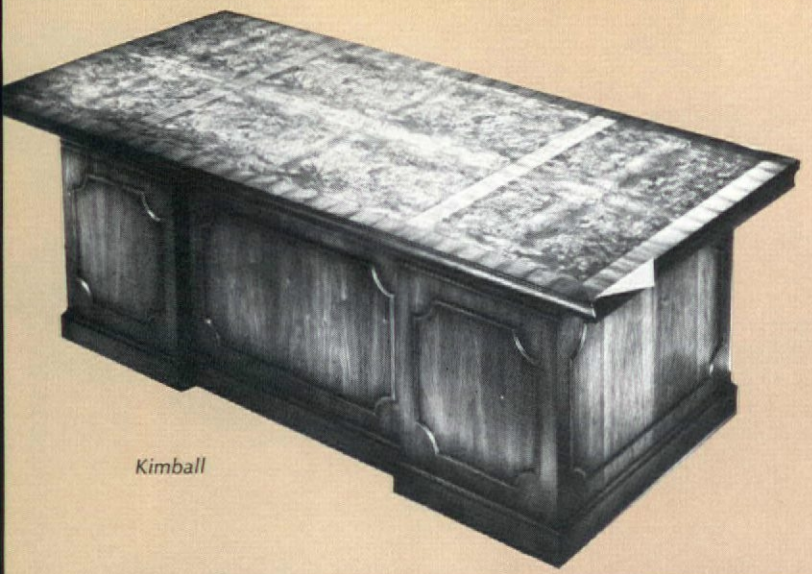
Cantilevered desk with typewriter return echoes light oak trim on panels, all introduced by **American Seating Co.** Fabrics shown on chairs—the Bio secretarial chair and the Anywhere side chair—are color matched to panel fabrics in the company's exclusive heather tones. **Circle No. 258.**

Kittinger has added two new conference tables to its Georgian Collection of traditional furniture. Boat-shaped conference table (shown) and round conference table feature mahogany and mahogany veneer construction, three-leg pedestals, and 1 1/8-in. thick tops with nose moldings. **Circle No. 257.**

From **Gregson** is this T-7646-HD Hunt Table Desk, accented by two of the company's traditional chairs. All exposed wood parts are mahogany and mahogany veneers. Patina is achieved through a 15-step full lacquer finish. Solid mahogany legs are shipped KD to minimize damage in transit. Drop leafs are attached with brass hinges, and center drawer features an authentic brass pull. **Circle No. 265.**

Contour Conference room is from **Biltrite Furniture,** and features conference table, cabinet, bookcase, and conference chairs. Series is available in rosewood, olive burled ash, and walnut burl veneer. Chair features a radius chrome frame and comes in any choice of company fabrics, leather or COM. **Circle No. 264.**

All-Steel has expanded its system-oriented components to include three new CRT worksurfaces, plus a complementary keyboard shelf. CRT worksurface is panel mounted and available in two different widths. Front edge is mitered to allow easy access. Tops are cantilevered off two equal width panels and are interchangeable. Carousel top is also offered. Available in a wide range of laminates in either solid colors or wood grains. **Circle No. 301.**



Kimball



Paoli



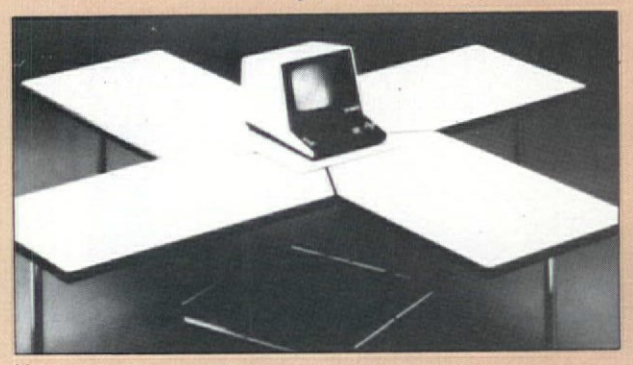
Delco



Helikon



R-Way



Howe

BANK PRODUCTS

Eclectic options in desks

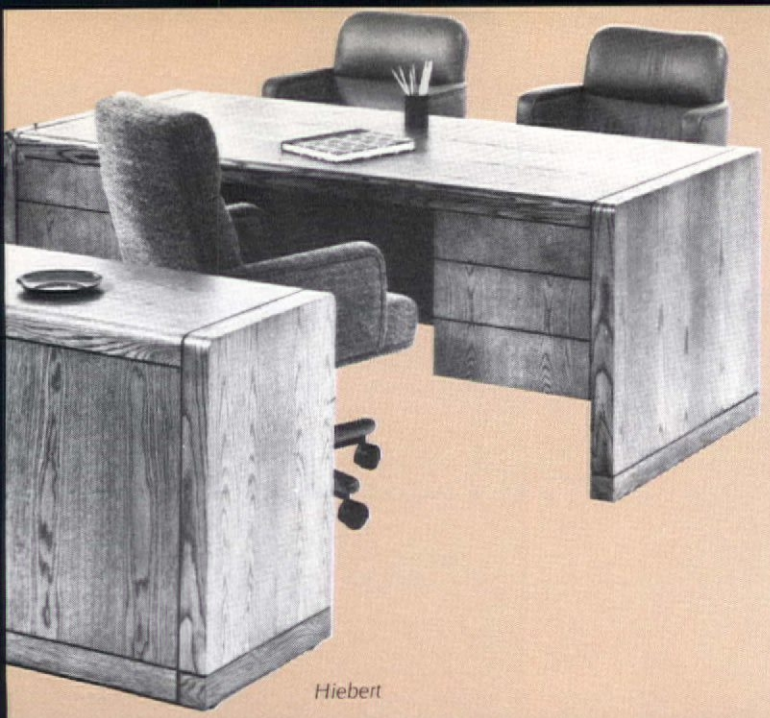
A limited edition of traditional desk models featuring tops inlaid with walnut burl is available from **Kimball Office Furniture.** Each desk is also available with optional decorative chassis molding. Edition consists of three different sized desks all with hand-rubbed finishes. **Circle No. 260.**

Table desk T2303 is from **Helikon.** Designed by Bob Becker for the Taftville Collection, table comes in ribbon mahogany framed by red birch molding and figured African mahogany banding. Series is standard with two center drawers, in six dimensions, ribbon or crotch mahogany, or with leather insert tops. **Circle No. 300.**

Delco's carousel file workstations enable immediate re-filing as well as immediate retrieval because the active file media is always within reach. Delcofiles are offered with desks that taper toward the file, and desks can be designed to accommodate all related equipment such as CRT's, printers, and consoles. **Circle No. 294.**

Executive desk from **Paoli** features all walnut veneer, with wood top, two deep file drawers, and full suspension runners. Center drawer is on metal suspension and center-drawer locks are on all drawers. Writing tablet slides are in both pedestals. Available with matching crendenza/bookcase. **Circle No. 283.**

Mahogany desk collection from **R-Way** includes one series with inlaid olive ash burl tops, side and end panels with detailed mahogany molding; one with leather inlaid or wood tops; and one with matched mahogany tops, side, and end panels. Each of the three suites offers a complete assortment of executive



Hiebert



Corry Jamestown



Adden



Tuohy

and secretarial desks, credenzas, and modular bookcases. **Circle No. 288.**

Information Management Station (IMS) from **Howe** is a new furniture concept which can be used singularly or in groups to meet challenges created by the changing office environment. Stations can be small, large, used at angles, in clusters, rows, or corners to accommodate wide range of requirements. Geometric shapes are in durable high pressure laminate over sturdy particleboard cores edged in black vinyl moldings. Legs are constructed of 1 3/4-in. round polished Chromex plated tubular steel. **Circle No. 280.**

Hiebert's International Round desk and credenza feature vertical grain drawer fronts and back panels. **Circle No. 296.**

Classic table designs in chrome and oak are available from **Tuohy.** Full radius bullnose edges have been added to both the oak butcher block tops and chromium base members. Tables have solid bar steel legs reinforced with welds for greater stability.
Circle No. 306.

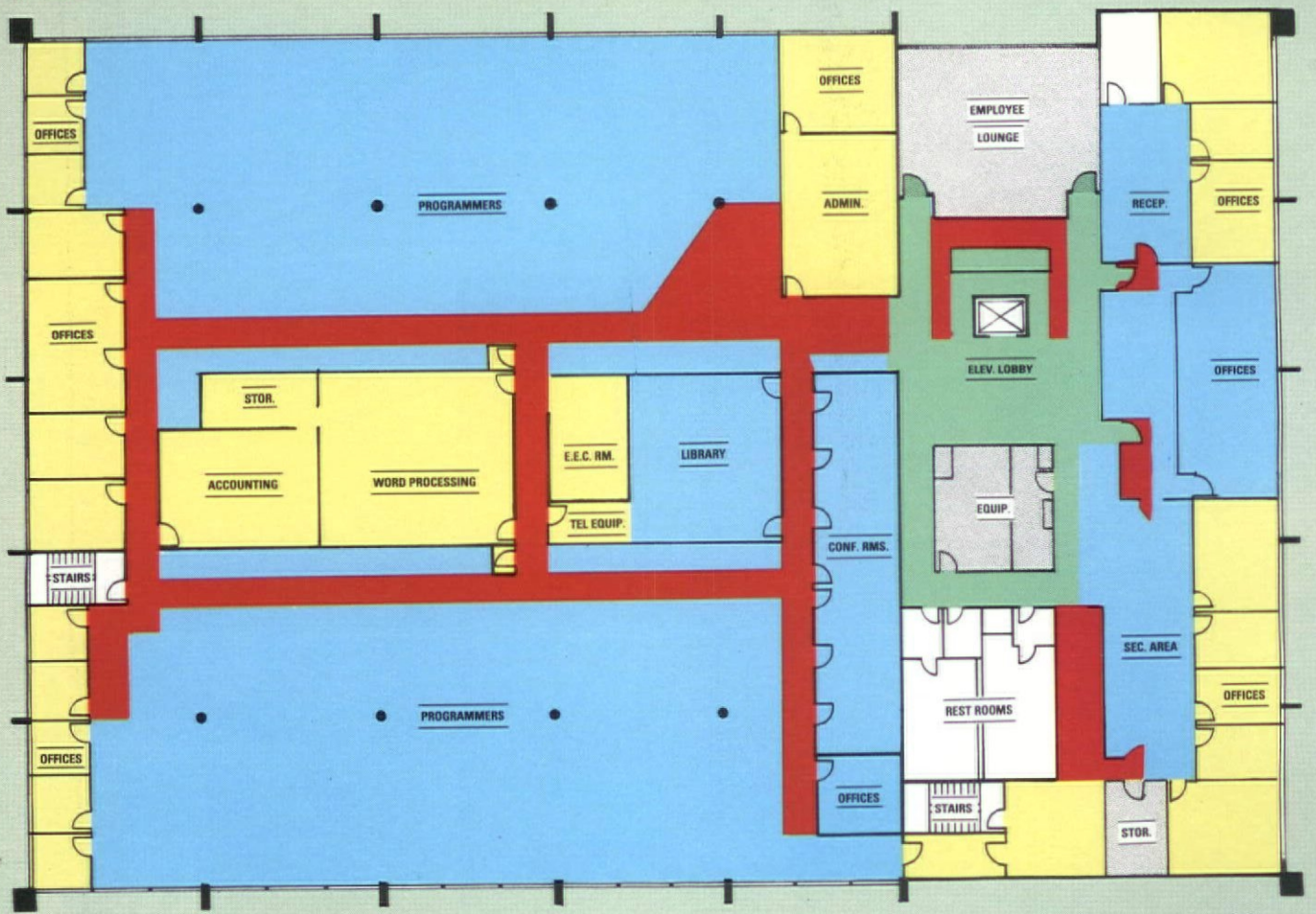
New 2000 System rolling pedestals from **Corry Jamestown** are mounted on casters and roll freely to meet everchanging office layout requirements. When in use, they are positioned beneath a panel-support work surface or a 2000 System table/desk, and locked in place. No tools are necessary. Pedestals are offered in desk or typing heights with various drawer configurations. Polished chrome bases are standard.
Circle No. 314.

Management Series of desks from **Adden Furniture** is constructed of oak and features 1-in. thick tops and ends. Desk has interchangeable drawers with the option of recessed wooden pulls or polished chrome wire pulls. Matching credenza is also available.
Circle No. 273.

CARPET SCOPE

DISASTER
RESTORATION
SCHEDULE

DATA PROCESSING AND COMMUNICATIONS CENTER
METRO DADE COUNTY FLORIDA
2nd FLOOR/PLAN



CARPET
MAINTENANCE
SCHEDULE

- DAILY
- WEEKLY
- MONTHLY
- QUARTERLY
- VINYL ASBESTOS
- CERAMIC TILE

FLOOR COVERING IN SQ. FT.

CARPET - 29,816
VINYL - 2,040
CERAMIC TILE - 544

Maintenance schedule was designed by Jacqueline Young, ASID, for a disaster restoration situation at the Data Processing and Communications Center of Metro Dade County, Florida. After restoration, the area may be maintained under conditions of normal maintenance cycle, as indicated by color keys. Areas that call for daily cleaning, such as elevator cabs, would be maintained on a weekly cycle after disaster is remedied. Such schedules should be developed at the earliest possible time in new installations.

FLOOR MAINTENANCE SPECIFICATIONS CALL FOR CONSISTENT CARE

Jacqueline Young, ASID, details her successful techniques for maintaining both carpet and resilient flooring

by **JACQUELINE YOUNG, ASID**

Performance of a carpet in a contract installation is influenced by three factors. Of prime importance is the suitability of product design for the intended use. Secondly, method and quality of installation have a major influence on long-term results. But most important of all is the care or maintenance of the carpeting, which determines whether or not it will give the kind of service and satisfaction expected by the client.

Designers and architects are accustomed to specifying exactly what they want in the areas of design and installation, but, in most cases, they have ignored maintenance. Unfortunately, poor carpet care is common and can lead to dissatisfaction and disappointment with an otherwise well-conceived job.

Leave nothing to imagination

In developing specifications for carpet care, directions must be so explicit that they leave nothing to the janitor's imagination. Cleaning terms must be defined, processes explained, and services to be performed must be itemized. Even visual charts, such as illustrated in this article, must be coded to indicate the cleaning frequency for every section of the carpet in a building.

Such specifications make it possible for a client or building manager to contract for proper cleaning services and to begin a planned program as soon as the carpeting is installed. The dangers of neglect and poor technique are thus avoided at the start.

Dirt tracked off early

Most maintenance people are not well trained. They need to be told what to do. Those who are not trained often overlook the difference between hard surface floors and carpeting. On a hard floor, dust, dirt, and spills are tracked from place to place, eventually dirtying the whole area. A carpeted floor, however, localizes the soil. Most of the dirt is wiped from the bottom of shoes with the first few steps taken. Spills soak right in, rather than being tracked about.

Because of this difference in soiling characteristics, carpeted floors should be cleaned differently. They don't need all-over cleaning that hard surface floors must have. Instead, just the track-off and funnel areas can be cleaned. In this way, 100 percent of a carpeted area can be kept looking good while actually cleaning less than 20 percent at a time.

Unfortunately, even this cleaning is sometimes put off too long, until soil is noticeable and dirt is ground in. Regular, planned carpet care and the dry extraction method of cleaning is recommended for its convenience and safety.

Residual soap collects dirt

While wet extraction cleaning does get a lot of the soil up, success depends on the expertise of the operator. The rotary method can tear fibers, push them around. And it is too easy to soak the carpet and leave soap or foam residues, which start attracting dirt all over again.

With the dry/absorbent compound cleaning method, on the other hand, any residues remaining in the carpet keep on cleaning. They remove more dirt with each vacuuming. Spots and spills can be treated immediately, and frequent cleaning of the carpet can be

Maintenance schedules facilitate training

done, because use of the area isn't disrupted. All of this timely care keeps soil from spreading to other areas and may mean a full-scale cleaning is not necessary.

In the Property Management Division of Dade County's Data Processing and Communications Center, which is a busy 24-hour operation, a decision was made to try to save old carpeting with a comprehensive maintenance program. Peter Rouse, who heads up the division, encouraged the effort, because funds for new carpet were not in the budget. A decision was made to use the Twenty-Day Carpet Maintenance Plan of Racine Industries, which manufactures Host, a dry/absorbent carpet cleaning product.

Planning matrix, is guide

The system uses a planning matrix which enables carpet maintenance people to set priorities for a maintenance plan. A timetable of services to be performed nightly, weekly, monthly, quarterly, and semi-annually was worked out. Specifications include resilient flooring as well as carpet maintenance.

Because the carpet was badly soiled, nightly vacuuming of all carpeted floors and nightly cleaning with dry/absorbent compound of the most heavily trafficked lobbies and corridors were specified. Track-off and funnel areas were to be dry compound-cleaned weekly, other areas monthly.

With new carpet, make plan early

If the carpeting had been new, weekly cleaning of elevators and entry-ways and monthly cleaning of corridors might have been specified. Whatever the frequency, a cleaning plan must begin when carpeting is new, not wait until the soil begins to show.

Because the requested care was different from usual carpet maintenance, Rouse found it helpful to hold pre-bid conferences with contractors to explain the level of care needed, where it was desirable, and how it could be done. Cleaning people needed to adjust to the idea of treating just portions of a floor, instead of the entire carpet area every time.

Every client should be provided with information on carpet and hard floor maintenance to protect the flooring investment.



Jacqueline Young, ASID, is a designer for the Metropolitan Dade County, Property Management Division, Miami, Florida, and has had extensive experience in the development of flooring maintenance specifications for government facilities, hospitals, and other institutions.

NO-WAX MAINTENANCE

The no-wax maintenance method is recommended to replace standard mop and wax techniques on hard surface flooring. This method has been known for many years but has been in limited use. Particularly when vinyl asbestos tile (VAT) is used in conjunction with carpet areas, this method should be given serious consideration.

Substantial cost savings are possible with the no-wax method, in addition to other benefits. The technique also may be used on asphalt tile, it is simple, and it results in sanitary, safe, and beautiful floors.

The first step with any tile installation, new or existing, is heavy initial buffing to create a mirror-like finish, but one which is *NOT* slippery. The smoother the finish, the fewer burn and scuff marks. Unbuffed tile has micro-peaks, which cause abrasiveness for heels and wheels to catch on and leave marks. On very smooth surfaces, wheels move quickly and easily. Patience is required, however, because the mirror finish does not appear immediately. After six or seven days of buffing, the micro-peaks are gradually removed. At the same time, the finish gets brighter and heel and wheel tracks and burn marks are diminished. After daily buffing for approximately 30 days, a minimum upkeep, high gloss floor is achieved.

Mops, pails, wax, and stripping supplies can then be disposed of. Tile floors can be "dry cleaned" with a daily buffing, and, in most instances, the maintenance man will have time for other work.

PRELIMINARY STEPS

Step 1. First remove all wax. Even a new installation usually has a thin coat applied by the tile supplier. A mild solution of any commerical wax remover can be used to scrub this off. Then rinse the floors carefully so as not to flood them but be thorough. Old tile which has been maintained with standard waxing/stripping programs needs to be *stripped* as usual and thoroughly rinsed with water solution.

Step 2. Some manufacturers often recommend the application of a primer coat made of half water and half any approved water emulsion floor finish. If this is done the first coat should dry three hours or more and the second at least 12 hours or longer. Or this step may be skipped and buffing started as soon as the tile has been stripped.

Step 3. Prepare the solution as follows: Two ounces of floor finish, one ounce of household ammonia, and approximately three quarts of water. Prepare the buffing pad and spray one side of a thick synthetic pad with solution until it is slightly damp. Buff the floor with a circular motion for several feet to "break-in" the pad.

Step 4. Buff an area of about eight to 10 feet thoroughly, spraying it lightly with the solution first. Repeat until the entire area is covered. The solution prevents burning the floor because it acts as a lubricant. An eight ounce bottle of solution will "do" about 8,000 square feet.

DAILY/WEEKLY

Buffing: When the desired gloss has been acquired, the buffing schedule can be cut back drastically with only spot buffing when (and where) required to keep floors in condition. The schedule depends on the type of building and its traffic, use, and soil, but a floor plan can be drawn to show these areas.

Dusting: Floors should be dusted

after the buffing operation. It may be necessary to dust before buffing in some instances. Floors can be maintained in good condition in most cases with no more than a daily dusting. A 36-in. tool can make the work a speedy operation, because a man can dust as fast as he can walk.

Spillage: Wipe up spills with absorbent paper or other material. Gum and sticky debris should be removed with a putty knife before dusting or buffing. On occasion, damp mopping may be necessary in vestibules, entrances, or other high traffic areas.

Pad Maintenance: With the No-Wax method it is essential that as soon as the buffing pad looks soiled, it be turned and the clean side used. Pads can be washed and used over and over again in a standard washer/dryer. If pads are washed by hand, they must be thoroughly clean and completely dry.

Like carpet on the floor, tile on the floor is less costly to maintain the higher in the building it is installed, because upper floors have less soil with which to contend. □

FREQUENTLY ASKED QUESTIONS AND ANSWERS

Q What primer should we use?
A Any commercial primer, water-emulsion, or synthetic (polymer) floor finish.

Q Why should a primer be used?
A Because some tile is slightly porous and this solution acts as a leveling agent.

Q Why should it be diluted?
A A thin film coats better, filling any micro crevices in the tile.

Q How often should floors be buffed after the burnishing stage?
A The same schedule as traditional damp mopping, but substitute "dry cleaning", remembering that schedules for the type of building and the specific traffic must be developed.

Q How can burning be prevented during preliminary buffing?
A Use the "water, floor finish, ammonia" solution, which acts as a lubricant and prevents scorching or burning.

Q What size should the buffing machines be?
A In open areas (corridors, lobbies), an 18-in. electric buffer is good. In more constricted areas (offices, conference rooms), 12-in. buffers are easier to handle.

Q How many square feet can be buffed in a day?
A One person can "dry clean" 10 to 12,000 square feet in a day and have time to handle other maintenance responsibilities.

Q What kind of buffing pads should be used?
A Any synthetic, non-abrasive, buffing pad can be used.

Q How can buffing pads be prevented from moving?
A A rubber tip pad behind the buffing pad can prevent shifting.

Q How can buffing pads be cleaned?
A Wash and dry them in an ordinary household washer and dryer. (They can be cleaned by hand, but must be washed thoroughly in clean, soapy water and rinsed completely in clear water.)

Q Does buffing make the tile slippery?
A The high gloss only looks slippery. It is not slippery at all.

Q How often should areas be dusted?
A Frequency depends upon dirt and traffic and, in many areas, only dust mopping after buffing is required. If an area is swept or dusted more often before "no-wax", then the same schedule should be followed.

Q Should dust mops be treated?
A Only washing and rinsing should be necessary.

Q Will tile without wax stain more?
A Actually, tile stains less, because the surface is denser after buffing.

Q What about spills?
A Wipe them up immediately with absorbent materials and remove gum, etc., with a putty knife.

Q Will mops and pails be needed?
A Only in lavatories or other areas where a buffing machine can't be used.

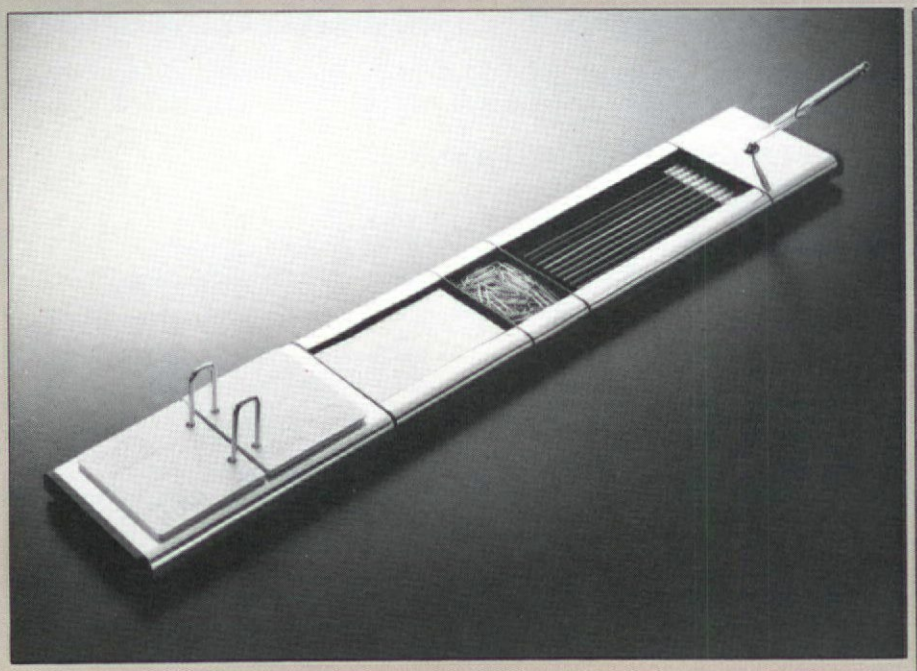
Q Will unwaxed tile stand up under heavy traffic?
A Yes, it may even last longer, according to micrometer tests which have shown no appreciable wear after five years of no-wax use.

Q Will unwaxed tile pick up moisture?
A Absolutely not. This method creates a nearly impervious surface, because tile has a slight porosity and buffing anneals the surface, closing the pores.

For free copies of Jacqueline Young's "Technical Specifications for Janitorial Services," including both carpet and resilient floor maintenance, plus Racine Industries (Host) Carpet Maintenance plan. ***Circle No. 200 on Reader Service Card.***

DESK ACCESSORIES UTILIZE VARIED MATERIALS, UPSCALE STYLE

Contemporary modular approaches take hold, allowing adaptation to many storage needs and situations

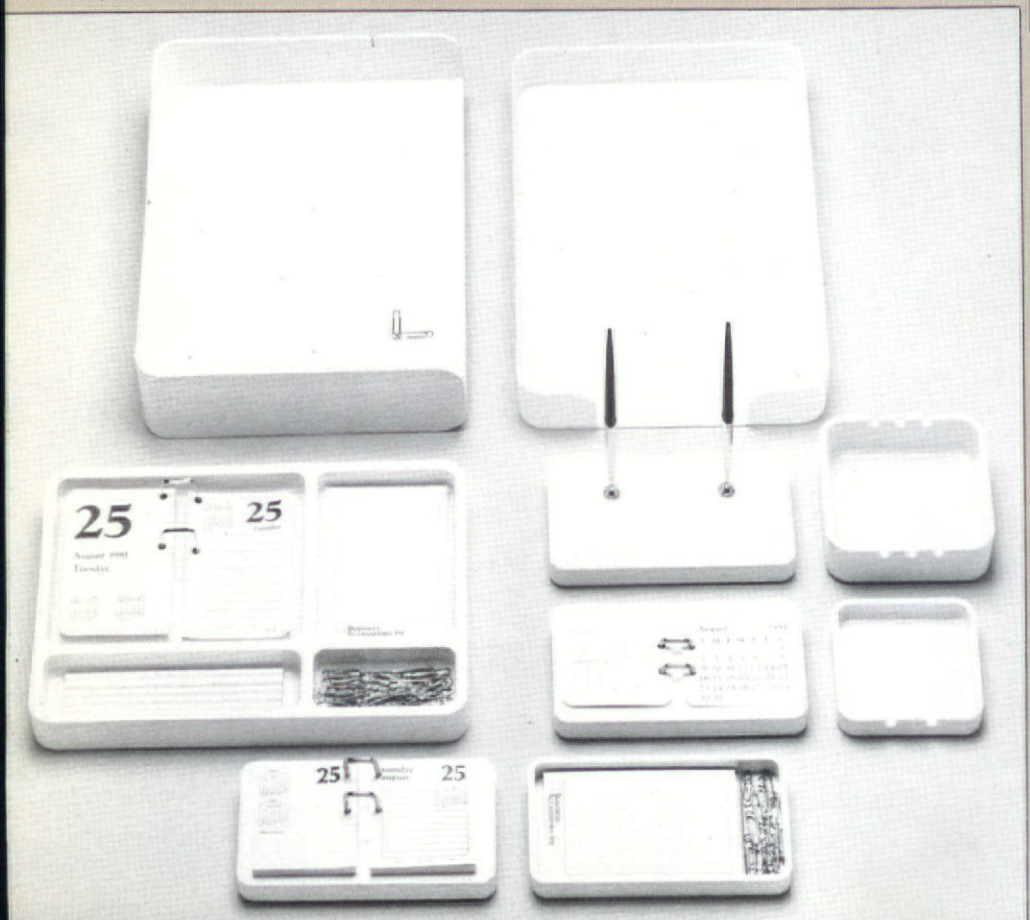


Smith Metal

Business Accessories



Peter Pepper



Desk accessories with sleek scaling from **Smith Metal Arts Co.** are available in solid aluminum, brass, and bronze. They are produced in space-saving console form, or, as individual free-standing pieces under the Radius Two Collection. **Circle No. 226.**

Magazine and literature racks for wall mounting come from **Peter Pepper Products.** Availble in vertical and horizontal modules, and eight different sizes, they are finished in chrome, brass, or 22 enamel colors. Most models are available with oak or walnut background. **Circle No. 232.**

Curvilinear plastic products from **Business Accessories'** new line for the desk. Color range includes gray, putty, terra cotta, and garnet as well as black, brown, white, and yellow. **Circle No. 324.**

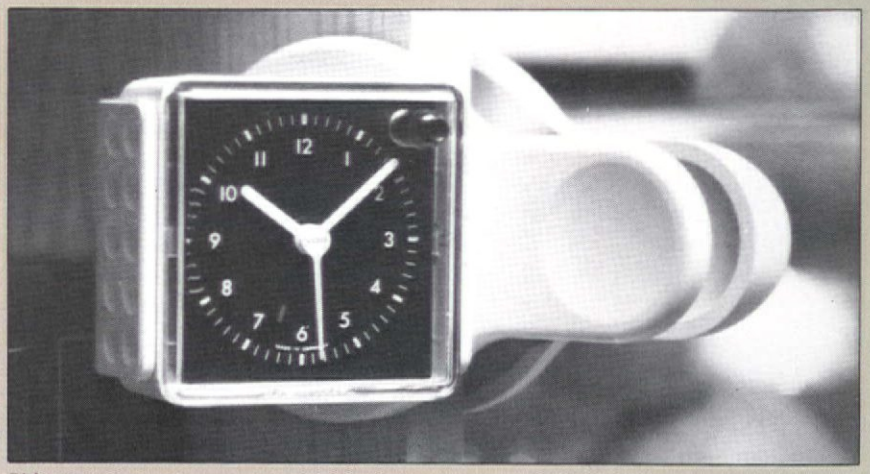
Modu-Plus organizer by **Globe-Weis** connects modular units assembled for



Globe-Weis

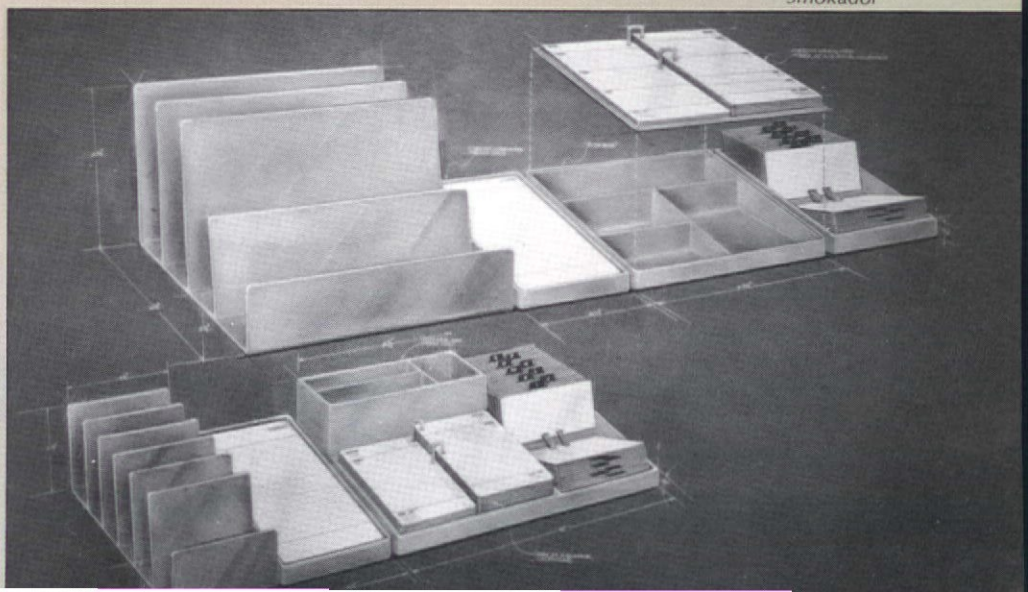


Atelier International Ltd.



Ridgeway

Smokador



individual needs. All-metal contoured units feature extensions which connect into key-hole slots. **Circle No. 236.**

Circular polished marble ashtrays come in up to two sizes and in 12 styles. The are made by **Atelier International Ltd.** in red bilbao or black portoro marble. **Circle No. 240.**

The transportable "clip clock" from **Ridgeway** is a versatile timepiece, offering detachable dial. It is part of a new collection of VDO Quarz Zeit clocks from West Germany. Color choices include black, red, khaki or white. **Circle No. 235.**

Plastic components in the Modu-Plus 6000 line by **Smokador** have the option of panel mounting and add-on capability. Mounting shelves and brackets can store a variety of fixtures including memo pad, utility box, index file, and calendar. **Circle No. 239.**

DESK ACCESSORIES

Versatile consoles boost flexibility

Contemporary modular desk items of solid brushed aluminum have been introduced by **Beylerian.** The Channel System comes in several configurations, including units with clocks, ashtray, pens, and memo pad. **Circle No. 237.**

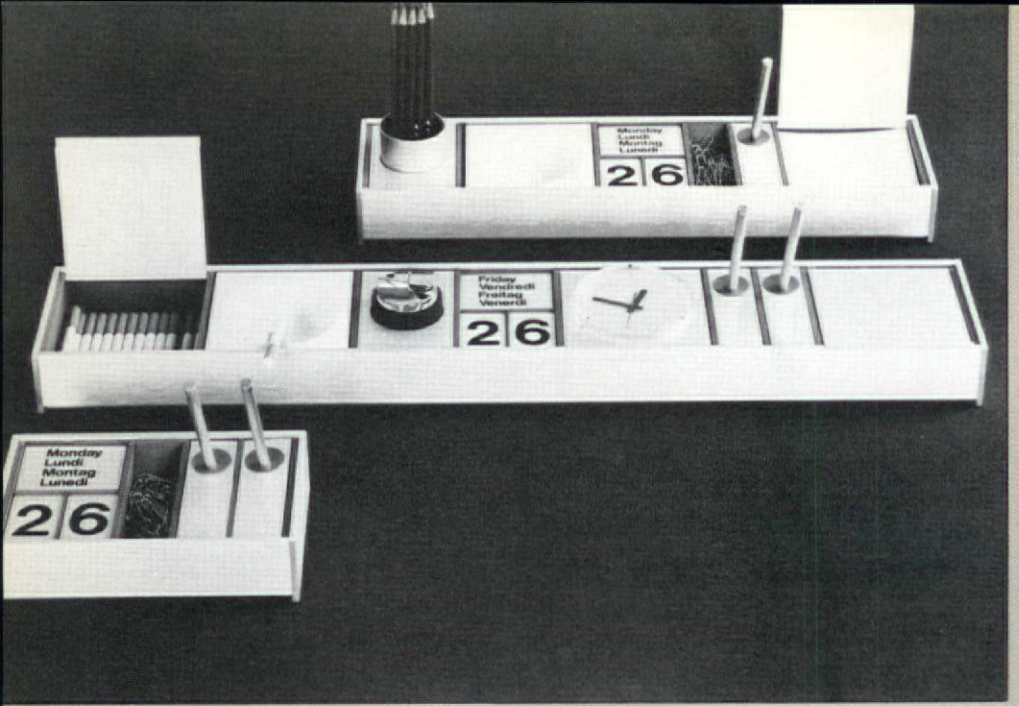
Assorted executive accessories in several metal finishes are available from **BPC Industries.** The items are created in satin and mirror-polished aluminum, bronze, statuary bronze, and black. **Circle No. 323.**

Glassform's Manlove Accessory System has an accessory track of extruded aluminum in 11 color choices. The track comes in a variety of lengths and accommodates a range of storage components (13 total) in up to four colors. Nameplate inserts and other components can be used with the group. **Circle No. 227.**

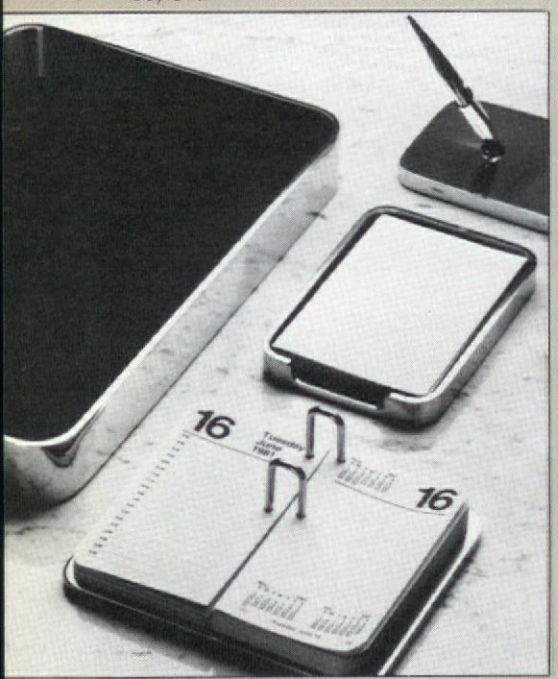
Designed for horizontal or vertical work surfaces, the New Horizons 3000 Series features calendar memo combination in two-tone Cycolac. In addition, the **McDonald Products Corp.** series has a correspondence pocket with side-opening tray. **Circle No. 238.**

A line of letter trays, pencil cups, memo pads, and wastebaskets from **Rubbermaid** offers a contoured radius design. The Form 1000 Collection comes in six colors; the newest is smoke. **Circle No. 230.**

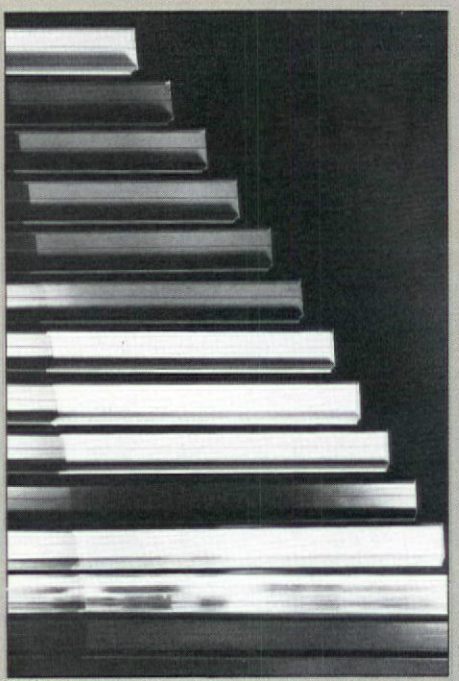
The **Park Sherman** Roto-Caddy comes in five designer colors and offers a molded plastic unit that is space saving. Divided



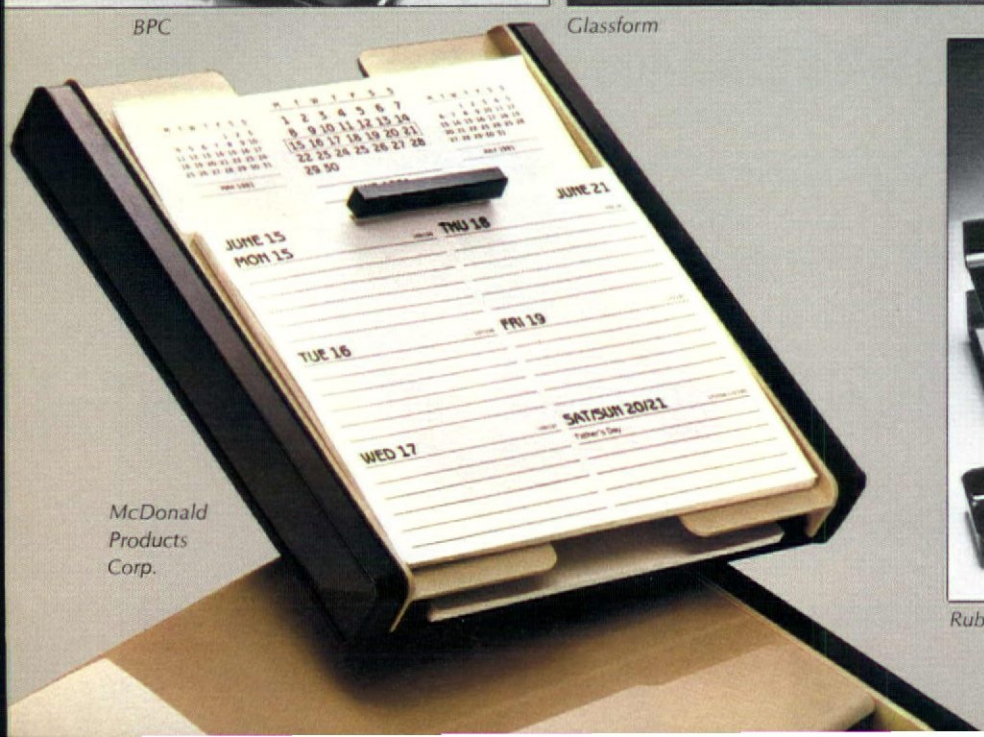
Beylerian



BPC



Glassform



McDonald Products Corp.



Rubbermaid

compartments for storage of supplies and a well for pencils and pens are included. **Circle No. 241.**

The desk-height Data Cart by **Eldon Office Products** offers a 17 by 12⅝-in. surface area on each of seven levels. Snap-on trays for additional storage create add-on convenience. The cart moves on casters and provides a woodgrain top and satin trim aluminum frame. **Circle No. 229.**

A new calendar unit from **Dapco Industries** offers a time teller calendar by Heinz. The #51010-H calendar can aid in computing interest due dates and bearing days on loans. Offered in oiled walnut, waxed oak, and dark oak finishes. **Circle No. 228.**

Among **TSAO's** collection of desk top accessories are sculptured marble ashtrays and bowls. Size range is 4 to 12 inches in black, white and green. The collection also features ash urns and vases. **Circle No. 233.**

One basic unit houses versatile removable components in the Compaxx desk top organizer by **Tenex.** Pencil cup, utility scoop, memo pad holder, and calendar are among the uses of the unit. Available in four neutral colors, the system also offers complementary legal-size letter tray. **Circle No. 231.**

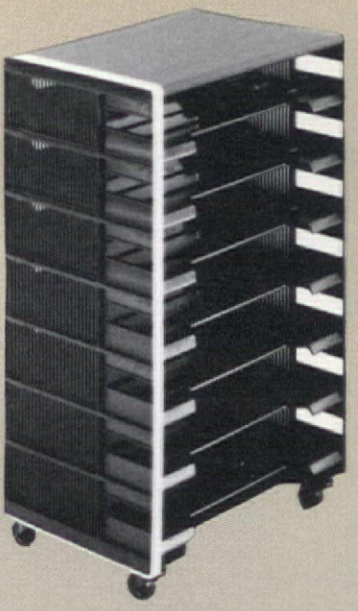
Custom color ordering is available in the System 5000 accessory collection by **Metcor Mfg.** Items may be requested in colors to match any installation. **Circle No. 325.**

A new grouping of contemporary styled desk and office accessories has been introduced in **Gift Craft Leather Co.**'s Executive Series. The items can be ordered in top-grain leather, vinyl, walnut, or oak. **Circle No. 234.**



Park Sherman

Eldon Office Products



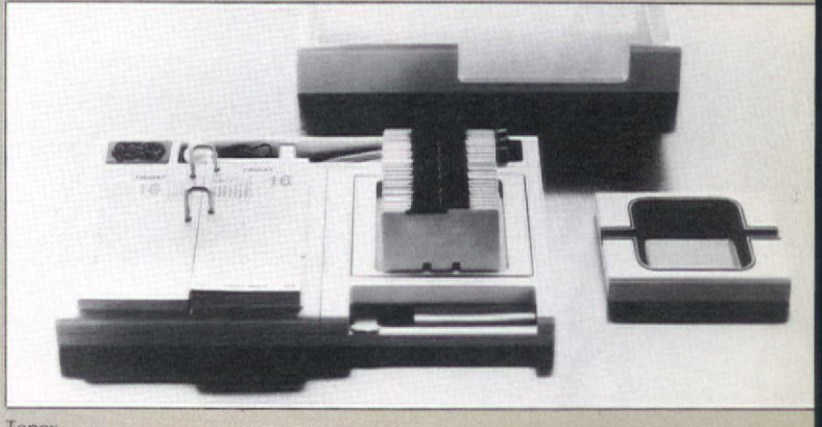


Dapco Industries



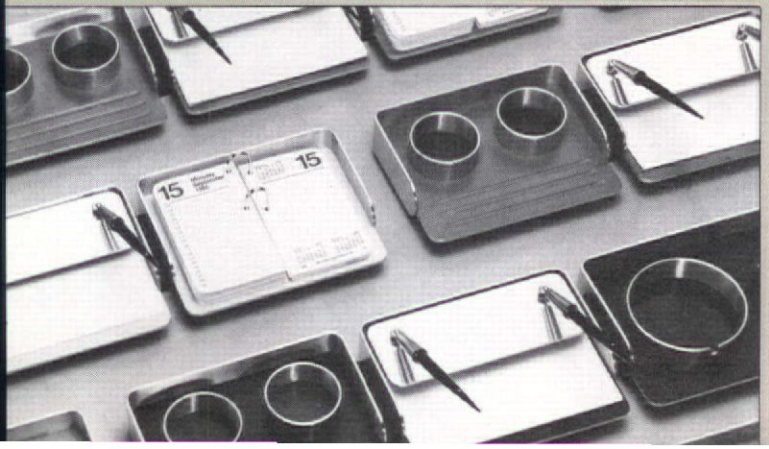
TSAO

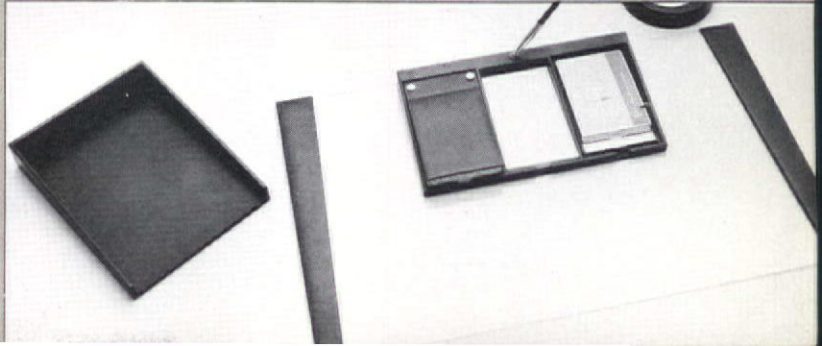
Metcor

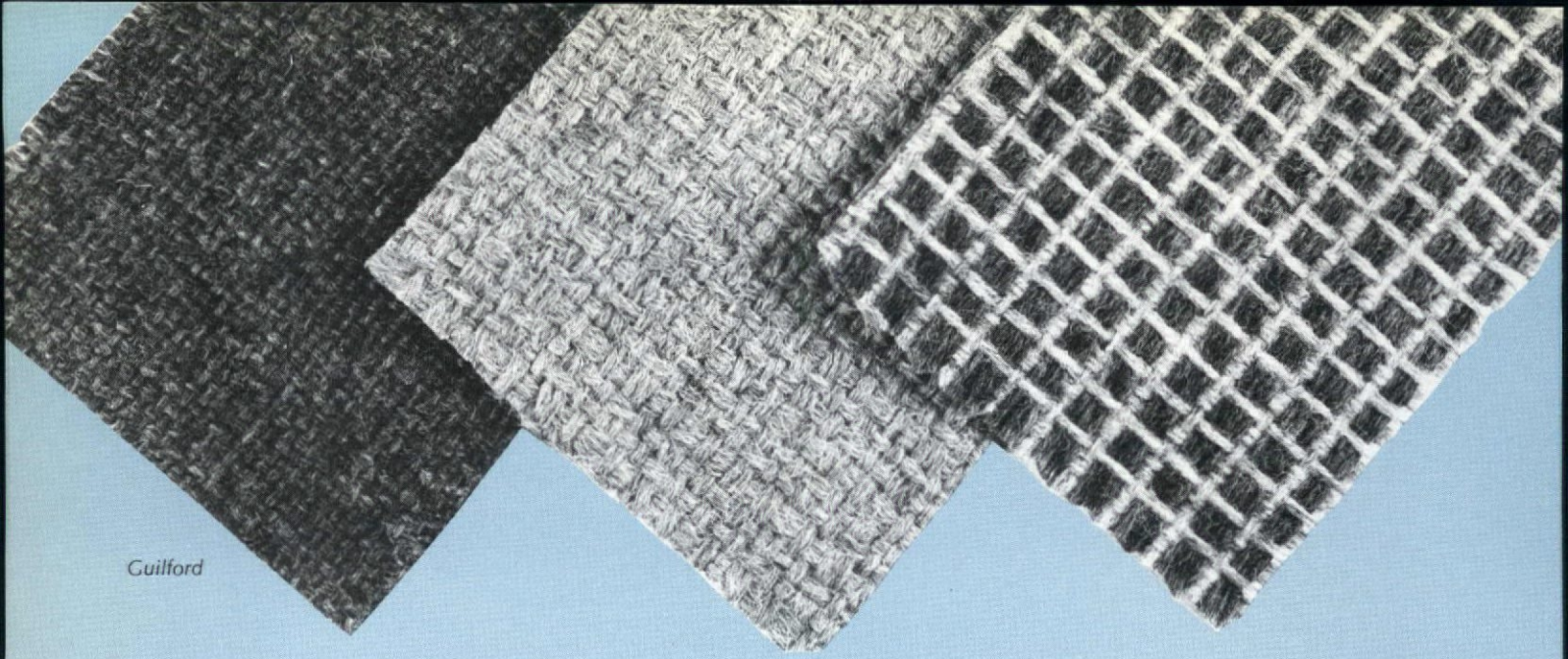


Tenex

Giftcraft Leather Co.







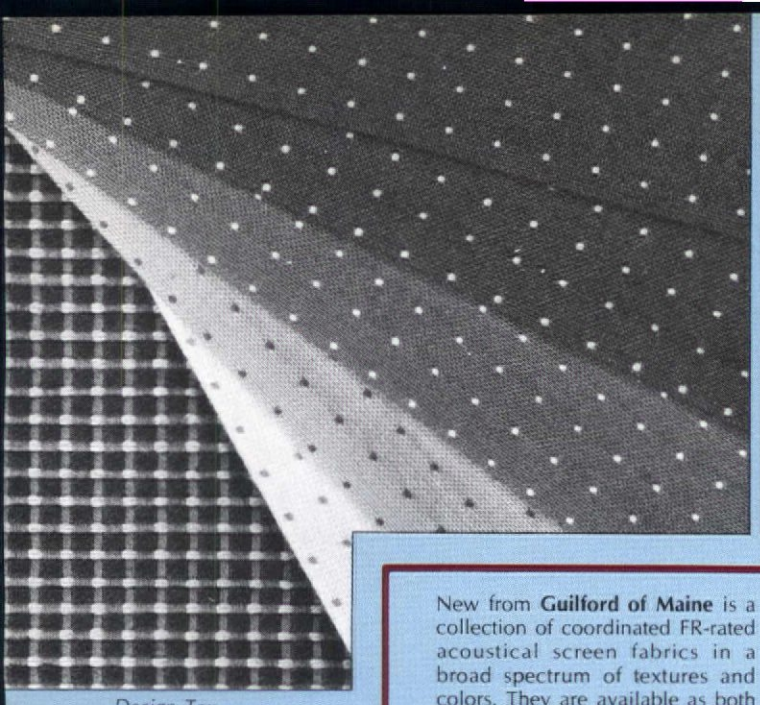
Guilford

FIRE RETARDANT FABRIC OFFERINGS GROW

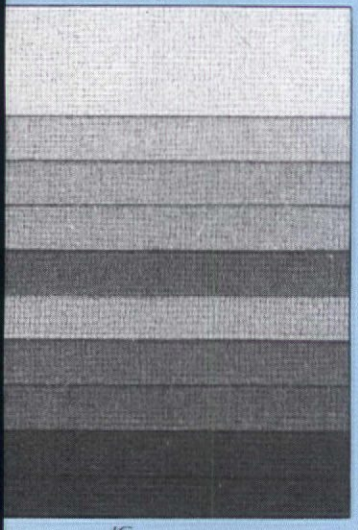
Both treated and inherently flame retardant fabrics proliferate in contract fabrics market

Ametex

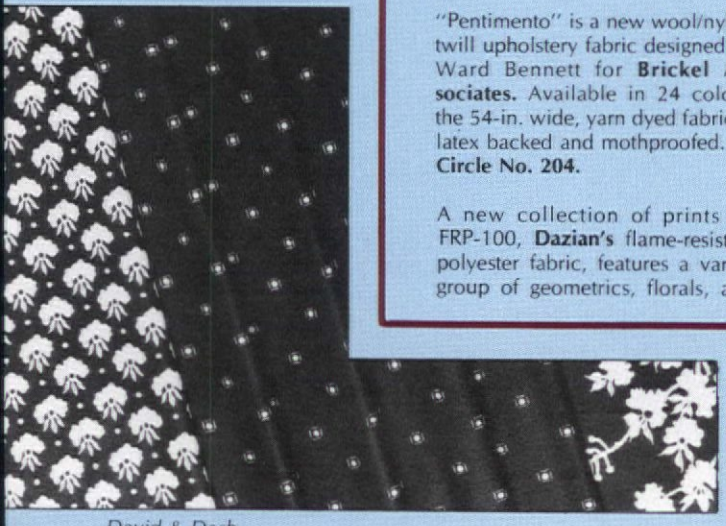




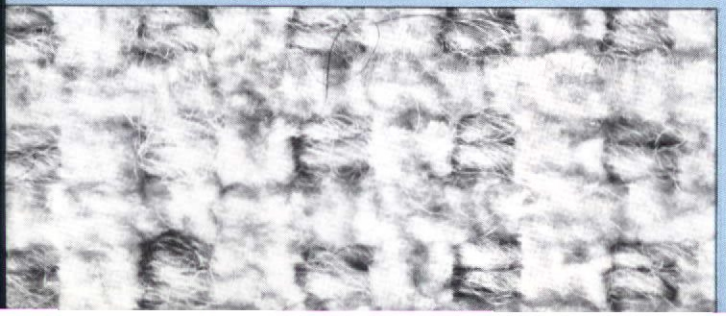
Design Tex



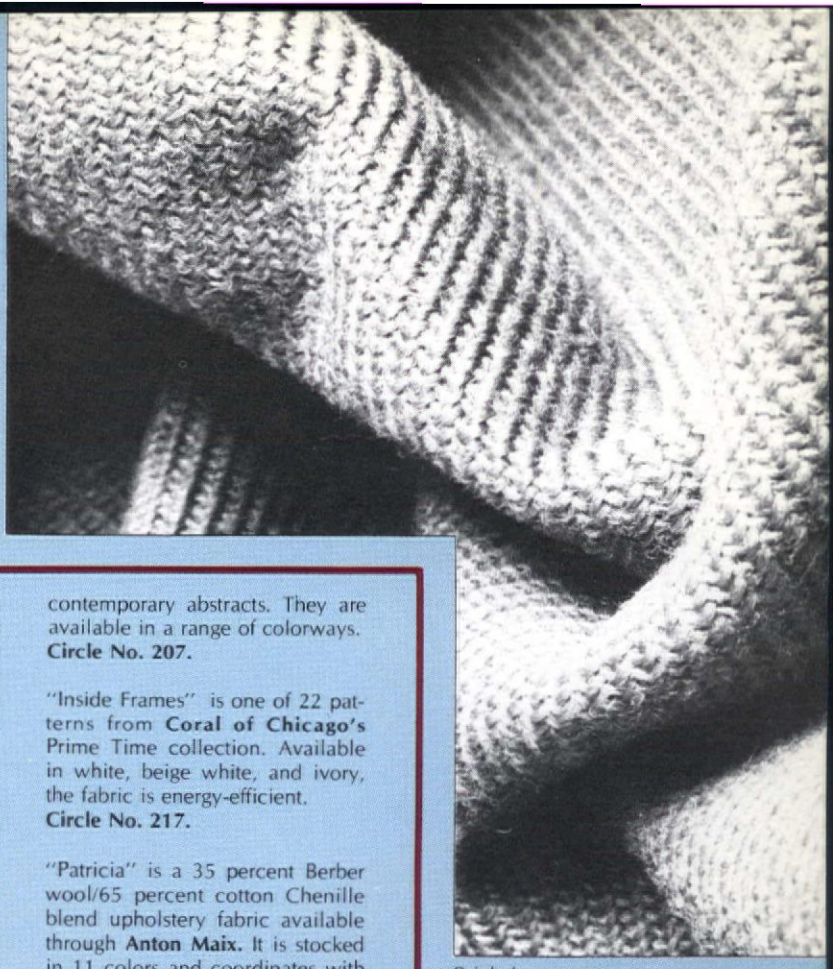
JG



David & Dash



Anton Maix



Brickel



Dazian's



Coral of Chicago

New from **Guilford of Maine** is a collection of coordinated FR-rated acoustical screen fabrics in a broad spectrum of textures and colors. They are available as both 66-in. wide panels, and 54-in. back coated upholstery fabrics.
Circle No. 205.

Nylon Grass Cloth from **Ametex** is a 100 percent nylon, hard wearing fabric designed for upholstery, wallcovering and furniture applications. Available in 26 colors, the fabric is 54-in. wide and is treated for fire retardancy. **Circle No. 209.**

Design Tex introduces two new upholstery fabrics: Nylo Orbit, a subtle dot pattern woven in 100 percent nylon, and Pyro Quartz, a bold, textured fabric woven with 75 percent modacrylic and 25 percent nylon for fire retardancy. Both patterns are available in a wide range of colors.
Circle No. 206.

"Pentimento" is a new wool/nylon twill upholstery fabric designed by Ward Bennett for **Brickel Associates.** Available in 24 colors, the 54-in. wide, yarn dyed fabric is latex backed and mothproofed.
Circle No. 204.

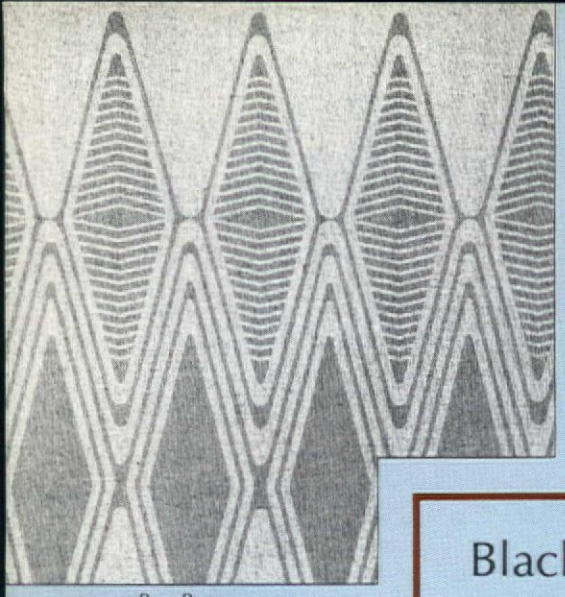
A new collection of prints on FRP-100, **Dazian's** flame-resistant polyester fabric, features a varied group of geometrics, florals, and contemporary abstracts. They are available in a range of colorways.
Circle No. 207.

"Inside Frames" is one of 22 patterns from **Coral of Chicago's** Prime Time collection. Available in white, beige white, and ivory, the fabric is energy-efficient.
Circle No. 217.

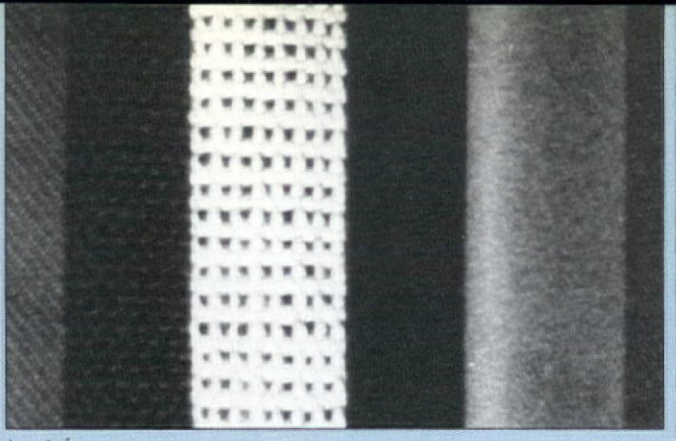
"Patricia" is a 35 percent Berber wool/65 percent cotton Chenille blend upholstery fabric available through **Anton Maix.** It is stocked in 11 colors and coordinates with two other Anton Maix fabrics "Basel" and "Christina." Flameproofing is available if required.
Circle No. 215.

"Concerta," "Jive," and "Serenade" are three new 100 percent cotton fabrics from **David & Dash's** "All That Jazz" collection. Available in navy, each is 54-in. wide. Coordinated wallcoverings are also available.
Circle No. 203.

JG introduces The Koko Collection, wool/nylon blend upholstery fabrics inspired by the technique of Japanese artist Yoshida. Each fabric is acrylic backed, Scotchgard treated, and mothproofed for strength and durability. Available in 72-in. width. Meets ASTM-E 84-79A fire resistancy standards.
Circle No. 208.



Ben Rose



Lee Jofa



Brunschwig & Fils

Black sheep fleece fabric

The primitive art of New Guinea provides the inspiration for Tambaran II, part of the Sepik River Collection from **Ben Rose.** The fabrics selected for the collection are Key Rama and Key Cerro, 100 percent polyester; Rhodes, a beta care fiberglass; and Key Tonoro, a verel and rayon blend fabric. Tambaran II is 48-in. wide and is available in one print color with a 30-in. repeat, continuous print, and a 41-in. single repeat. **Circle No. 212**

Lee Jofa's COM collection consists of approximately 20 designs in 260 colorways. There are 260 available SKUs, including woolens, worsteds, mohairs, and cottons, made of tightly packed natural and nylon fibers. John Flynn Associates coordinated the collection into a catalog switching system designed to show the total color range and color selection for each fabric. The collection is abrasion resistant and flame retardancy processing is available. **Circle No. 213.**

"Anna Belle" from **Brunschwig & Fils** is a 100 percent cotton tapestry woven in Belgium. Available in six colorways, it is 52-in. wide with a 4½-in. repeat. "Anna Belle" is part of a collection of designs reproduced from Valentine Museum originals. **Circle No. 214.**

"Shadows" and "Straightforward" designed by **Joyce Vagasy** are woven with undyed, natural, ivory-white, all-wool yarn and a dusky greige yarn from the fleece of black sheep. "Shadows" is paced at one-half inch intervals. "Straightforward" is vertically striped at 2½-in. intervals. Both are offered in the natural ivory-white/dusky greige colorway only, in 54-in. widths. **Circle No. 221.**

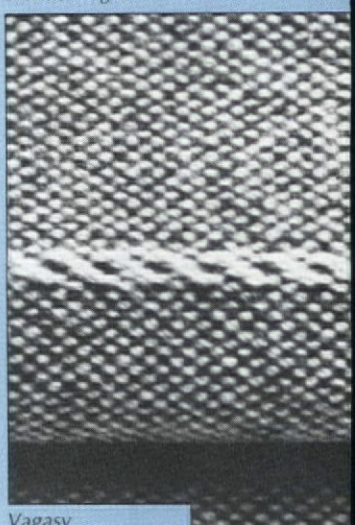
Schumacher's Contract Vinyl Collection consists of two types of 54-in. wide vinyls that are UL rated. The Architects Kit VII, also from Schumacher, is a group of wool and nylon commercially-oriented fabrics that are wear tested and meet industry standards for heavy duty use. Many of these fabrics are flame retardant. Processing is available for those which are not. **Circle No. 211.**

Pirate velvet rib, from **Gretchen Bellinger,** is a blend of 55 percent linen/45 percent cotton in a 54-in. wide fabric. It is available in seven colors. **Circle No. 220.**

"Sergeant", from **Laurence Handprints,** is available in four stock colorways, printed on 100 percent cotton sailcloth. It has a 4-in. repeat and the usable width is 52-in. Coordinated vinyl wallcovering is available. **Circle No. 223.**

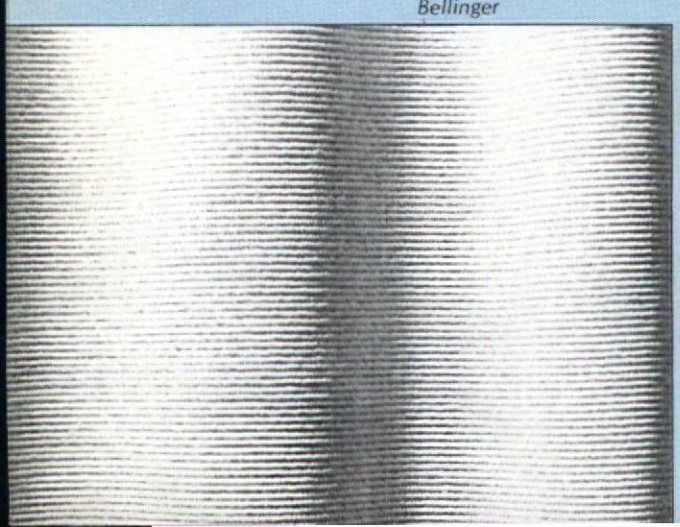


Laurence

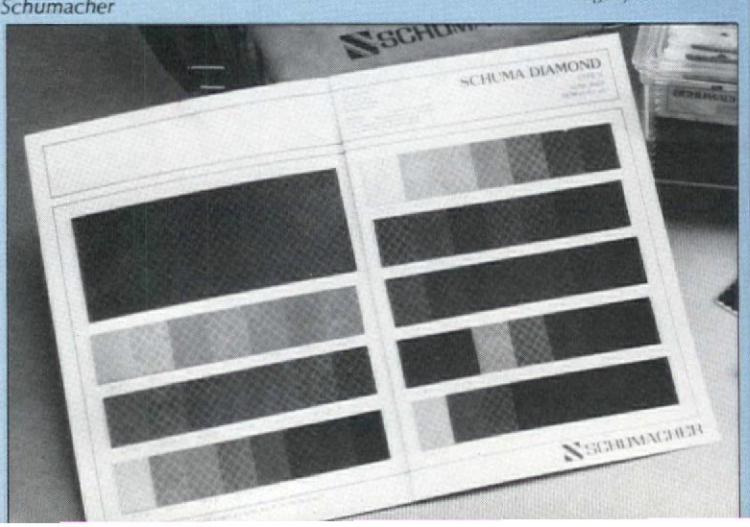


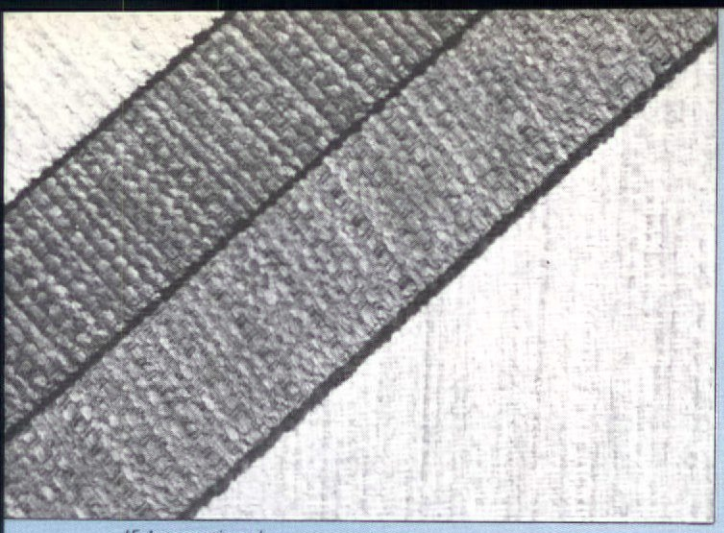
Vagasy

Bellinger



Schumacher

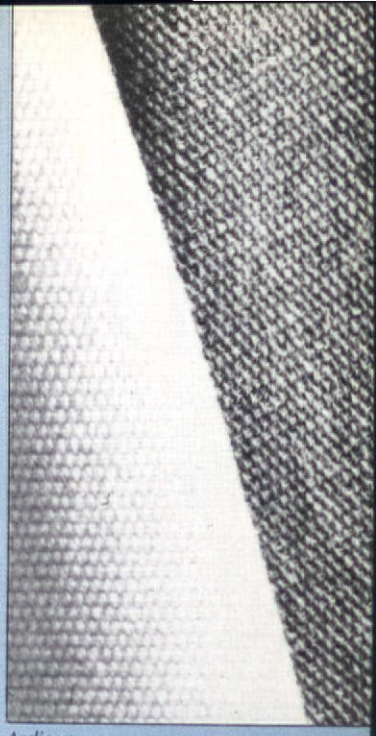




IF International



Artmark



Ardison



Zumsteg

IF International offers "Chenille," a West German import in 11 colorways. Made from 75 percent cotton/25 percent polyamides, the fabric runs 51-in in width and is yarn dyed. Cotton chenille yarns in the weft give the fabric a horizontal striae of color variation. **Circle No. 222.**

The New Country Gear Collection from **Artmark Fabrics** is available in nine patterns on 100 percent cotton fabric. The collection features 40 SKU's including colors such as sage, mulberry, and stone. **Circle No. 201.**

Gros Point and Gros Stitch are two new tightly woven, textured fabrics from **Ardison.** Both are 54-in. wide and are available in a choice of colors. **Circle No. 210.**

"La Seine Plaid" is a 53 percent linen/42 percent cotton/five percent polyester fabric imported from France by **Scalamandre.** It runs 54-in. wide and is available in a choice of red, green, or blue stripe on white ground, natural stripe on brown ground, or brown stripe on natural ground. The fabric is not treated and is available paperbacked, full width, as a wallcovering. **Circle No. 219.**

Architex's Belfast Co-ordinates is a collection of ombre stripes, solids, twills, and herringbones made of New Zealand Wool, spun into larger diameter yarn to create the wear strength required for commercial use. The collection is available in 27 patterns with over 900 geometric possibilities. **Circle No. 202.**

Homestead Fabrics' Contract Division offers 100 percent polyester fabrics for screens, panels, and systems. Called "Concept," they are available in 43 colorways, engineered to meet all major fire code requirements. Homestead also features an expanded collection of all-wool seating fabrics. **Circle No. 216.**

C.W. Stockwell brings Irish linens to the drapery and upholstery market with Country Plaid, an all-linen design in rust, blue or custom colorways. It is available untreated in 54-in. widths with a 40-in. repeat. It is also available at 27-in., paperbacked, as a wallcovering. **Circle No. 224.**

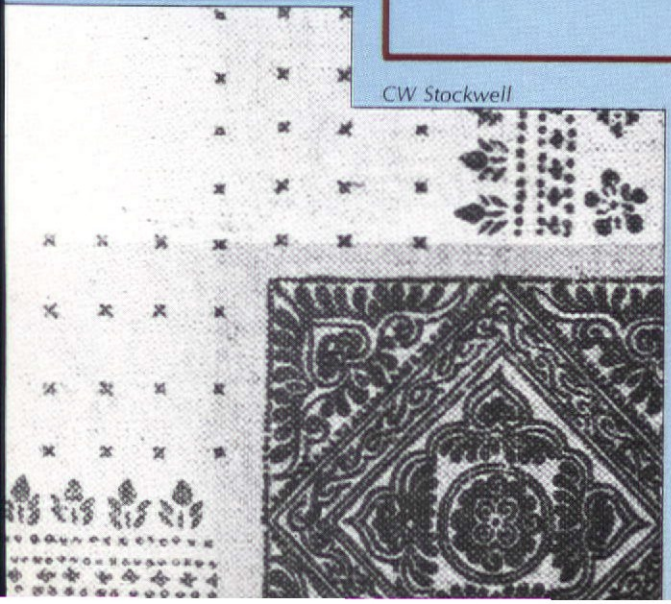
"Oasis", a 51-in. wide fabric panel with a 70¾-in. palm motif, is available in three colorways from **Zumsteg:** blues, greens, and tones of beige, all on beige ground. **Circle No. 218.**



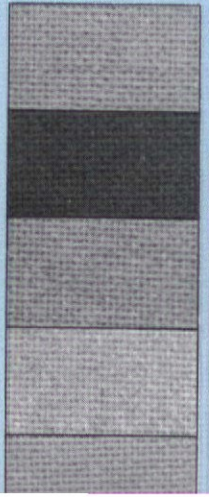
Scalamandre



Architex



CW Stockwell



Homestead

DESIGNER COMBAT MANUAL

The Challenge of Interior Design
by Walter B. Kleeman, Jr., Ph.D., FASID, IBD, CSI, IDEC
University of Colorado at Boulder
CBI Publishing Company, Inc., Boston Mass., 1981, 338 pp., hardback, $19.95.

"The Challenge of Interior Design" is a combat manual for designers. Author Walter Kleeman, Visiting Professor of Interior Architecture & Space Planning, University of Colorado, has been a designer and book reviewer for many years. In this book, he notes varying branches of the social sciences which are important to the design profession, as well as the latest data on vision, anthropomorphics, acoustics, temperature, color perception, and cost analyses for furnishings.

Phrases such as "interior ergonomics," "advocacy design," "microenvironmental rights," surface throughout the text. Kleeman opens the text by identifying 30 disciplines that offer pertinent information to the designer, such as: demography, ethology, computer science, physiology, and psychiatry. He also acknowledges that there is no easy way to collate all of these sources.

"It would be very pleasant to say that there is one study in each of the disciplines...which is definitive, and that any designer can take a limited number of studies, put them together, and then design any space or building so that it is behaviorally correct," he notes.

Intervention forces change

Kleeman has little patience for the designer with a dictatorial style. As an interior design consultant for mental hospitals and mental retardation sites, Kleeman has seen how law suits and resulting decisions are forcing changes in the client-designer relationship. He feels the critical role of the designer is pinpointing *real* user needs.

"...funds for the designer and physical improvements come from remote sources, for example, a state board of mental health and mental retardation. It is the patient, however, who is the user and whose needs and wants are paramount...

"This is not, however, merely a matter of distinguishing between the user client and the paying client; it is also a matter of the designer helping patients who by the very nature of their difficulties are in no condition to respond, project, demand, evaluate—in short, to fend for themselves. The designer must therefore be the patient's design agent, intercessor, and advocate.

"It is my belief that architectural and interior designers have been slow to understand the needs for design advocacy; indeed, their attitude is diametrically opposed to design advocacy. Architectural and interior designers are too accustomed to telling clients (both paying and using) what they can have; they are not accustomed or even geared to making detailed investigations to determine client needs and wants.

"However, pressure from a new direction is creating a situation where designers may be forced to consider design advocacy as a way of life. In a surprisingly wide variety of settings, *interior and architectural design is being decided by federal consent decrees and court orders.*"

Kleeman covers a broad range in this book, moving from "Spaces for the Elderly" to "Life in the Office," and "University Living & Learning Spaces." The last chapters focus on case studies with complete follow-through on design process and results. Since this October issue is dedicated to bank design, excerpts from the chapter, "The Ergonomics of Desks," follow.

Adjusting chairs and desks

We adjust the chair to fit the desk, not to fit the person using it, because almost all working chairs are adjustable in height and it is easy to adjust the height of the chair. However, the technology is available for an adjustable height desk—as long as long as you avoid the type in which the lowest drawer in the pedestals almost hits the floor.

As a matter of fact, a Japanese ergonomist has not only designed one, but he has also had them built and put into successful use in Japan. They also are made in Sweden and are now being imported into this country. However, the desk only adjusts from 26⅜ inches to 29½ inches in height and the typing surface from 23 inches to 26¼ inches in height, about half the needed ranges.

Currently the typical American desk is made for just two types of people: the tall and the very tall. They are not built for the typical American, though the mythical, typical American is growing taller by the year. Perhaps as a people we will eventually grow up to our desks. Meanwhile, what is happening to the people who are not tall enough for their desks? Researchers are just beginning to dig out the answers, but the present indications are that nonadjustable desks (and poorly designed seating, too) are responsible for a host of troubles and

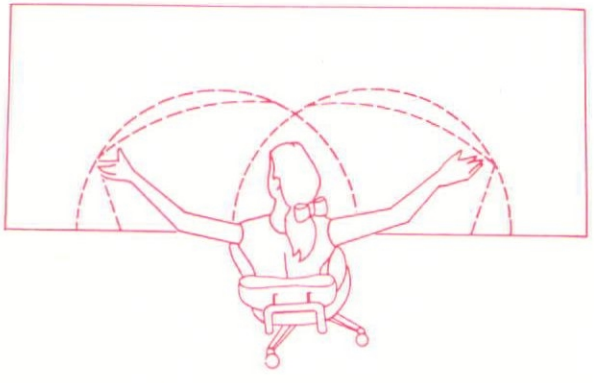
pains that seated workers complain of. Ask any general practitioner or industrial plant doctor what the most-difficult-to-diagnose complaint is and you will be told it is lower back pain. Ergonomic studies show not only a definite connection between bad working-surface heights and lower back pain but also a connection between these heights and wrist-forearm problems, too.

The lack of height adjustability in the proper ranges is not the only thing that is wrong, ergonomically speaking, with desks; we seem to have forgotten that the angle of the desk top to the floor must be adjustable, too. The late Darell Boyd Harmon, optical theorist and biomechanics authority, graphically illustrates how nonadjustable desk tops can start the visual-defects-physical-defects process. Harmon's findings are partially supported by Eastman and Kamon's study of posture, back movement, and fatigue of subjects reading and writing at flat and slanted desks.

CRTs revolutionize desks

Ergonomics is also concerned with the outer surfaces of a desk (in addition to the top) from the acoustic point of view. For example, some of the early office landscapes were not successful because of poor acoustic control, and one of the factors involved turned out to be the fact that the sides of desk pedestals are great sound reverberators. To make some installations work it has been necessary to put various kinds of acoustically functional cloth on all outer desk surfaces except the top. This reduces the acoustic confusion and reverberation and damps the sound level. On the other hand, the paper and the filing folders in open-sided filing carts also absorb sound, which is another acoustic benefit.

Another change is coming to the top of the desk. Until recently, the automatic editing and typing machinery of the word processing innovations in offices had been marketed along with furniture sold by the machine makers, most of which seems clumsy and not particularly well designed for the purpose. However, designers may be paying attention to this design opportunity; the same Swedish manufacturer who exports the adjustable height desk has recently offered a sound-absorbing word processing desk, with a 26-in. square recessed area. The base of the recessed area is a perforated sheet of steel that sends the sound from the machine down to the carpet where it is absorbed, as opposed to a solid bottom that bounces the sound back at the typist.



This is the way people use the tops of desks while seated. A typical arm reach uses only 24-in. of the desk depth. (From chapter on The Ergonomics of Desks.)



Typical posture of a typist when a foot rest is necessary because work surface height is not adjustable (Courtesy Kroemer & Robinette, 1968).

The microprocessor revolution, which has miniaturized so many electronic products, has begun to revolutionize desk design. A desk containing a complete computer and printer is on the market for about $3,000. Yet, it is the same size as and looks just like a normally well-styled, single-pedestal desk. Other aspects of the electronic revolution are discussed in Chapter 12, "Life in the Office."

In passing it should be noted that Designer Robert Propst advocates a stand-up desk, and for a very good ergonomic reason. An office worker who has both a sit-down and a stand-up desk will spend time at each, and the worker's circulation and muscular activity will increase, which is desirable for relatively sedentary workers. Some of the newer stand-up desks, which are attached to partitions in systems developed for office landscapes, consist basically of tops that are attached to the partition at any desired height; therefore, within limits, they are adjustable in height. It is doubtful that users yet see that adjustability in the ergonomic perspective we have discussed, although Winston Churchill wrote his books standing up, and many people like to work standing up some of the time. □

TECHNICAL SYSTEMS STRESSED

Planning & Designing the Office Environment
by David A. Harris, Owens-Corning Fiberglas; Alvin E. Palmer, M. Susan Lewis, The Palmer/Lewis Partnership; David L. Munson, Hellmuth, Obata & Kassabaum; Gershon Meckler, Gershon Meckler Associates, P.C.; Ralph Gerdes, Rolf Jensen & Associates.
Van Nostrand Reinhold Co., New York, 1981, 194 pp., hardback, $27.50.

Integration is vital in the installation of lighting, acoustics, and HVAC since these highly technical systems are dependent on one another for maximum efficiency. "Planning & Designing the Office," brings these disciplines together, compiling the expertise of top consultants and employees of Owens-Corning Fiberglas. In general, the emphasis is on open plan offices because requirements for technical integration are much more demanding in these settings than in closed offices.

Structure and strategies of planning are analyzed with detailed charts on communications analysis, status charts, and environmental requirements. Coverage of acoustics describes a proven technique for enhancing speech privacy. Air distribution and thermal comfort are explored and typical problems and solutions are outlined.

But, emergency conditions pose the toughest test for the designer. Ralph Gerdes, Rolf Jensen & Associates, led a team effort in the following chapter on fire safety, creating an innovative systems approach for fire safety. Consideration of fire problems is not only a moral obligation on the part of the planning and design teams, but is mandated by law as well. A fire safety program which protects the lives of occupants and fire-fighting personnel, and maintains continuity of operations needs to be established. Program objectives must be defined and the level of need determined, with problem areas recognized and solved. The application of fire protection principles reduces the possibility of danger to life and financial investments.

Ensuring fail-safe system

The Systems Concept for fire protection integrates all services and safety features to form a total system. This is based on the understanding that one fire protection feature does not necessarily work alone or independently and is affected by the operation of other features. Integration of features can result in a more efficient, safe, and economical structure.

The steps within a systems approach for fire protection are as follows:

- Determine the desired level of safety (goal).
- Examine each occupancy hazard (problems).
- Identify problem areas.
- Meet fire safety goals by limiting fire potential (solution).

This goal-oriented systems approach has several advantages over the approach of merely meeting code requirements. It provides a quantitative measure of fire safety goals. It enables the planning team to evaluate the entire design with its built-in safety features for size, cost, aesthetics, degree of protection, and above all, relationship to the needs of the particular organization. It therefore, enables the planning team to provide a level of protection often beyond code minimums at the lowest possible cost.

In working with their fire protection engineer to integrate a safety system into their office design, planning teams need to consider how the following elements will be handled:

- Building construction.
- Fire detection.
- Occupant response.
- Notification/communications.
- Exiting.
- Smoke control.
- Fire control/suppression.
- Fire department response.
- Emergency power.

Building codes establish minimum types of construction based on occupancy, height and area limits, area separations, and provision of automatic sprinklers.

Interior finish is a principal element in determining the fire hazard of buildings. Interior finish includes the materials that form the walls, partitions, ceilings, and other finish surfaces and/or the materials, such as paint, that are applied to these surfaces. The characteristics of interior finish materials relevant to fire problems are their ability to spread fire and generate smoke when burning. Materials that have high flame-spread characteristics, or produce large quantities of smoke are undesirable.

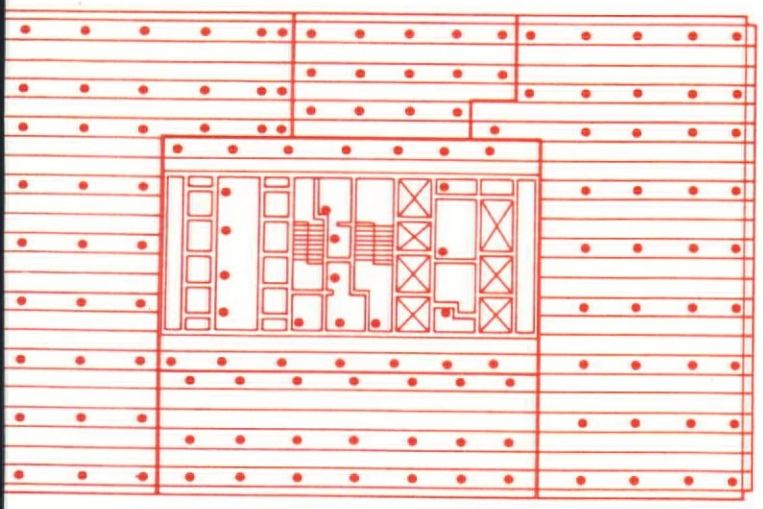
In addressing life safety, building codes limit the flamespread and smoke-developed rating that an interior finish material may have, according to the building's occupancy, suppression equipment, and location of the material used. When selecting finish materials, the planning and design team must, therefore be aware of the code requirements for various office areas and select their materials accordingly. (Underwriters Laboratories, Inc., furnishes a list of all materials tested and their ratings in the *Building Materials Directory*, published by the organization.)

Sprinklers get high rating

A major component in a fire safety plan is the in-building means of controlling or suppressing the fire. The most common devices are automatic sprinklers, standpipes, and portable extinguishers.

Automatic sprinklers are activated by the heat of a fire and direct water only on those areas where a fire is actually occurring. Thus, water damage is minimized while the chances of saving lives and property are improved. Performance records documented by the National Fire Protection Association show sprinklers to be effective and reliable in controlling and extinguishing fires in approximately 97 percent of those U.S. offices having sprinkler systems.

Sprinklers are located at the ceiling and may be concealed, recessed, or readily visible. Manufacturers can provide an assortment of styles and finishes. Sprinkler

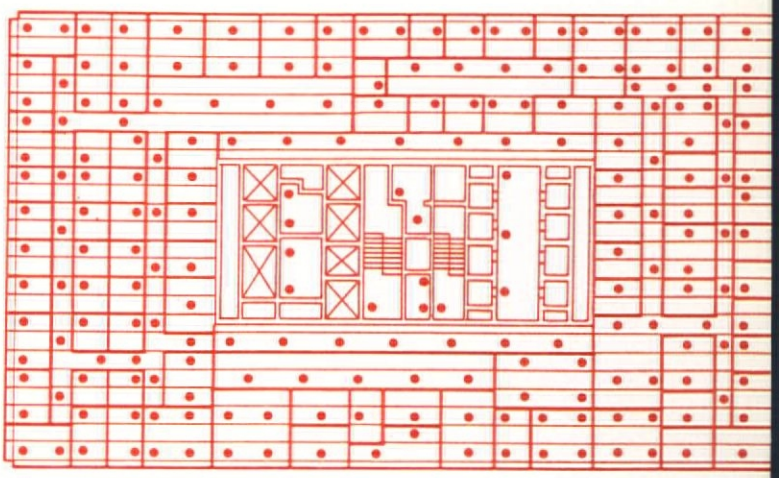


piping concealed above the ceiling and recessed or concealed sprinklers provide a reliable source for fire fighting yet remain unobtrusive. When detailing or specifying sprinklers, the desired location of the sprinklers in the ceiling should be made clear. Building officials usually require automatic sprinkler installations to be designed in accordance with the National Fire Protection Association's *Standard for the Installation of Sprinkler Systems* (NFPA 13) which specifies the pipe size based on the number of sprinkler heads being supplied. It also limits the coverage per head to 200 sq. ft. As an alternate, it allows office areas to be designed for light hazard which will allow the pipe sizes to be hydraulically calculated and the sprinklers to be spaced up to 15 ft. on centers, and up to seven and one-half feet from walls. This allows a coverage of 225 sq. ft. per sprinkler and possibly reduced pipe sizes.

Building officials usually require automatic sprinkler installations to be designed in accordance with the National Fire Protection Association's standards.

Standpipes provide a local concentrated source of water for fire-fighting operations. They can be used by trained office personnel or firemen. National Fire Protection Association Standard 14, *Standpipe and Hose Systems,* provides guidelines for the design and installation of standpipe systems. Standpipes are generally located in stairways and other portions of a building so that all portions of the building will be within 30 ft. of a nozzle when attached to 100 ft. of hose.

Portable fire extinguishers also give occupants and fire fighters a tool for controlling or extinguishing fires. They should be provided in accordance with the local code or with the National Fire Protection Association *Standard for the Installation, Maintenance, and Use of Portable Fire Extinguishers* (NFPA 10). This standard recommends that extinguishers suitable for Class A fires (combustible materials) be located so that the maximum travel distance from any point to an extinguisher does not exceed 75 ft. Extinguishers for protecting Class A hazards should be water types or multipurpose dry chemical. The amount of floor space an extinguisher will protect depends on its rating. For example an extinguisher with a 2A rating can protect 6,000 sq. ft. while one with a 4A rating can protect 11,250 sq. ft. of office occupancy. □



In Fire Safety *chapter, two illustrations of a reflected ceiling plan show placement of sprinklers in both a closed office layout (above) and uniform placement of sprinklers in an open office layout (left). Co-author Ralph Gerdes makes the point that since there are no full height partitions in open office landscape, it is possible to achieve an optimum uniform pattern. Full height partitions necessitate more sprinklers to provide required coverage of all floor areas. A cost sensitive design and integration of sprinkler locations on a modular basis in the ceiling geometry is achieved. Building officials, according to the chapter, usually require automatic sprinkler installations to be designed in accordance with the National Fire Protection Association's standards.*

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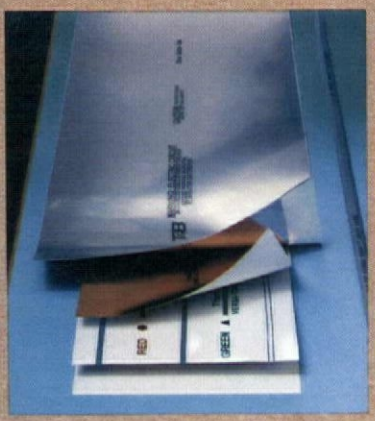
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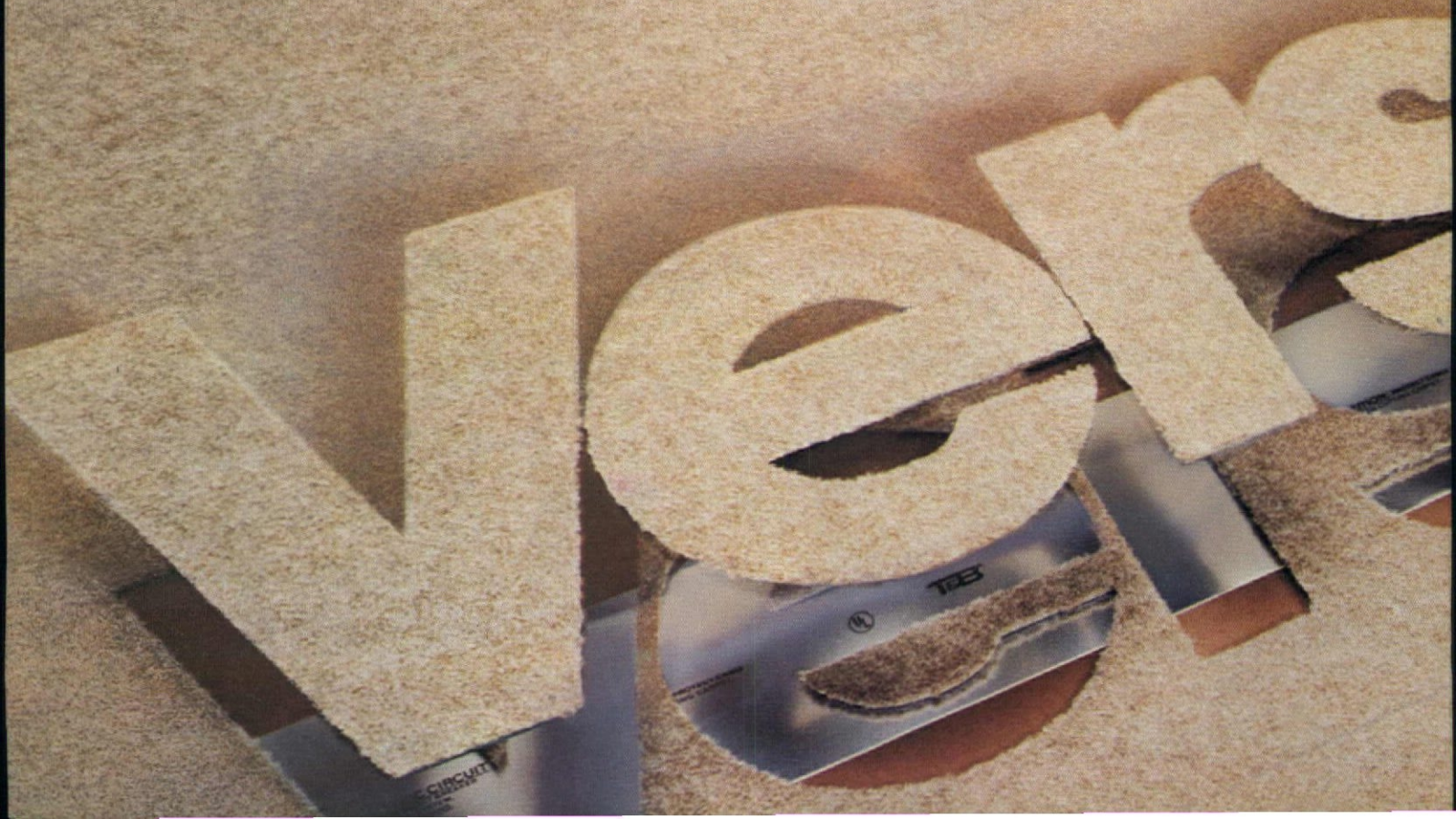


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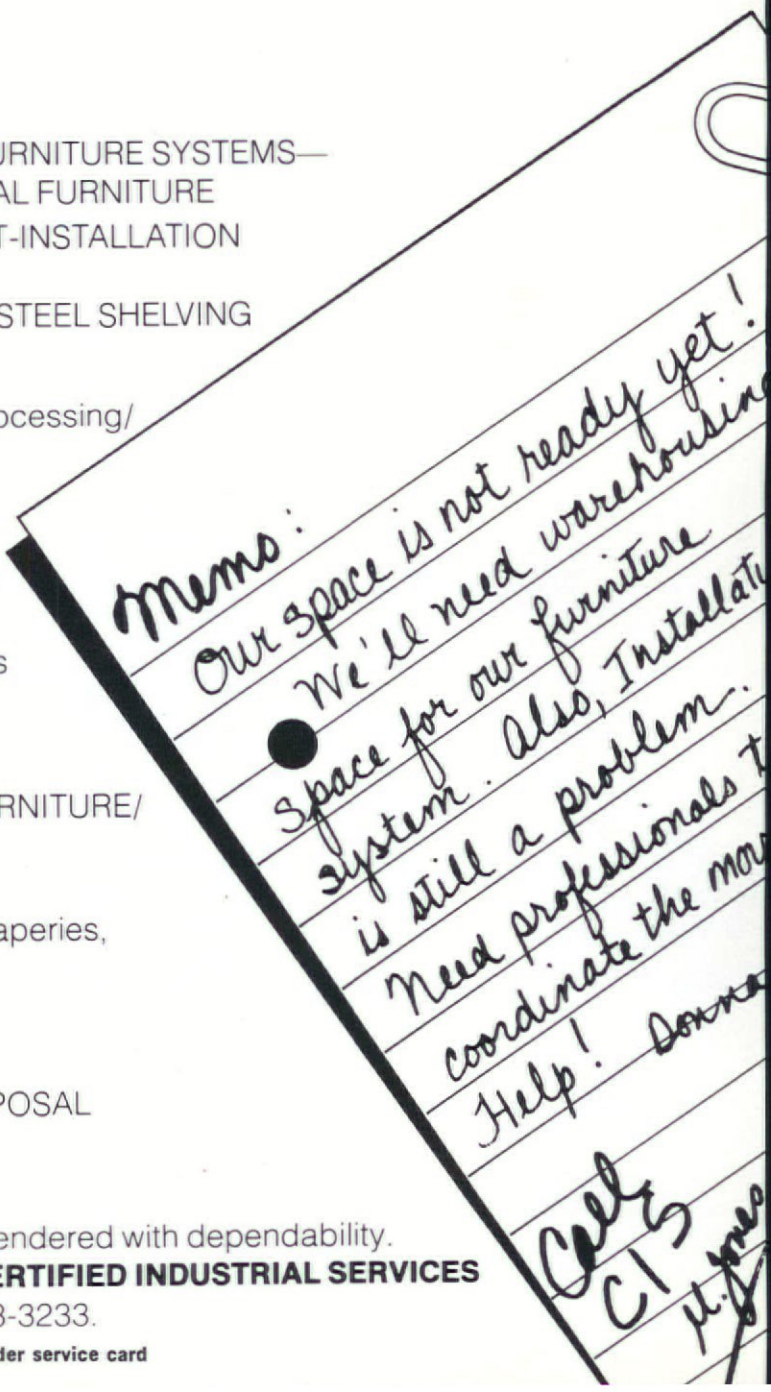
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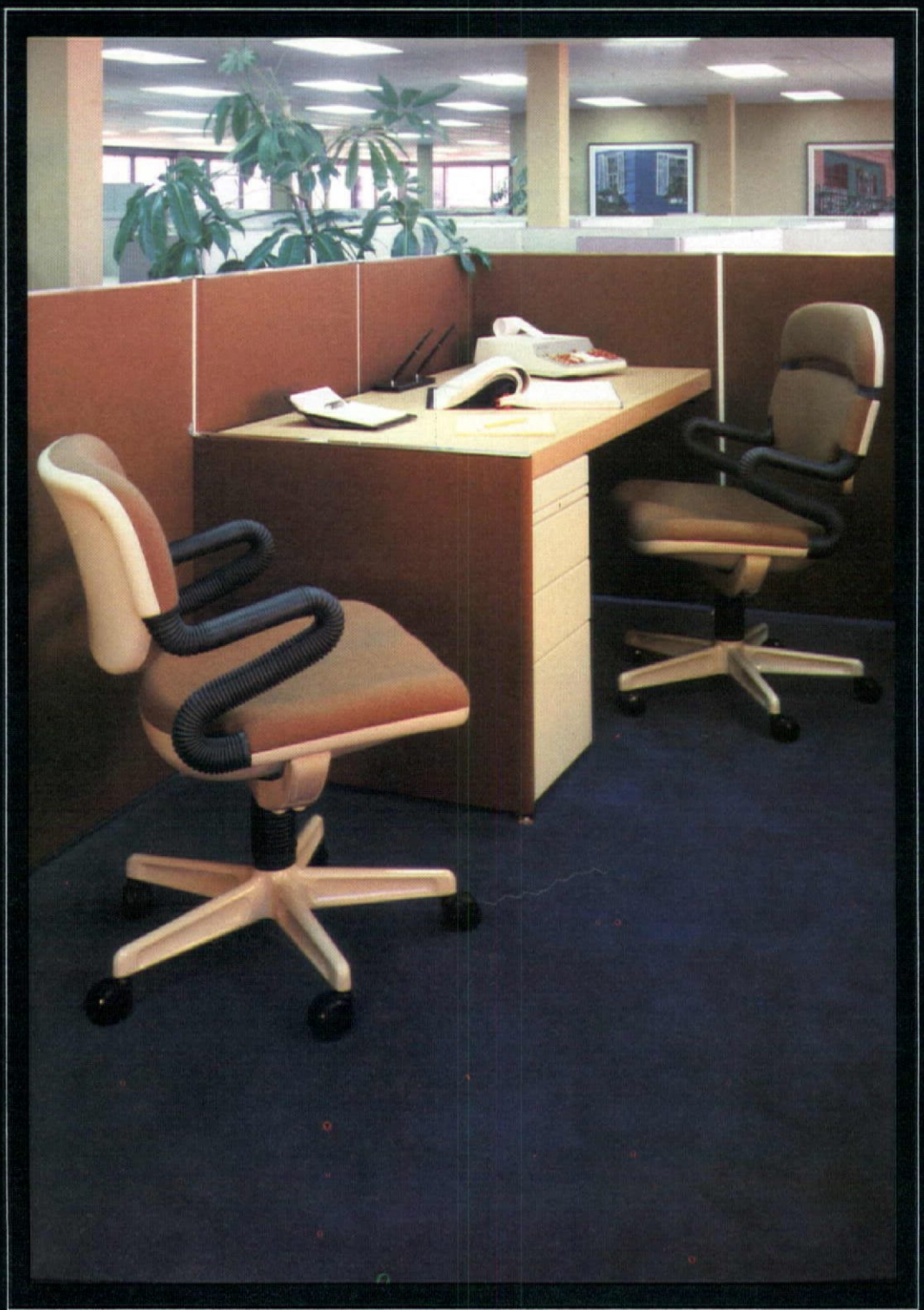
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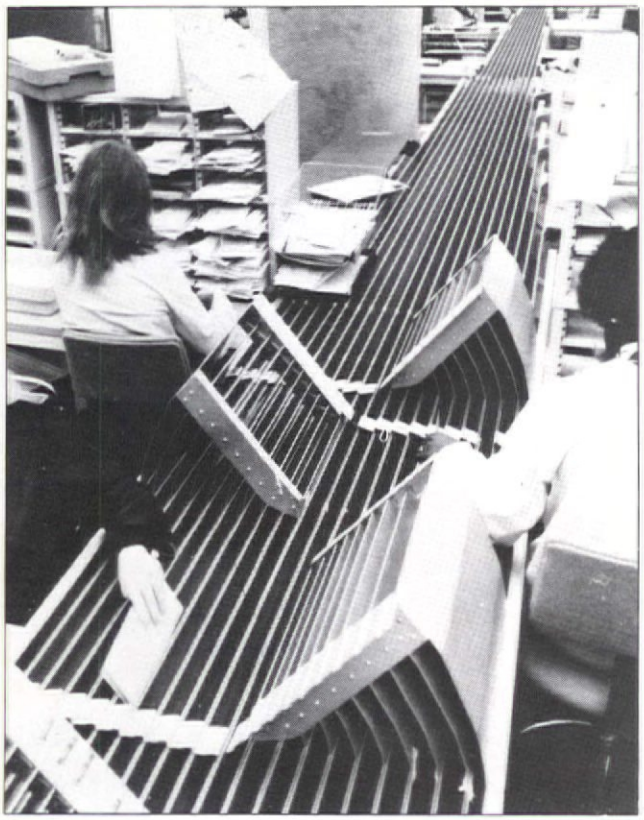




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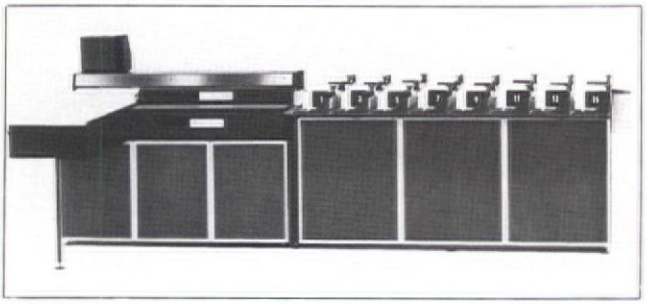
Chesley



Kwik-File



Hamilton



Bell & Howell



Charnstrom

Mail systems reduce handling

Novak's Multilane Conveyor carries paperwork horizontally, around corners, over aisles, adjacent to and across ceilings, and through floors. Shown here, it is fitted with special track and feed chutes for sorting incoming mail. **Circle No. 308.**

The **Chesley** mailcarting system consists of chrome plated carts, mailbag carriers, stacking baskets, hanging baskets and various types of security boxes. They may be used individually or in combination, and help to eliminate rehandling where both sorting and transporting are required. **Circle No. 309.**

Bell & Howell's DocuMail Sorting Systems provide software programming tailored to meet client needs. Shown here is the DocuMail S-IV Sorter which operates at speeds in excess of 40,000 items per hour by optically reading zip codes. **Circle No. 310.**

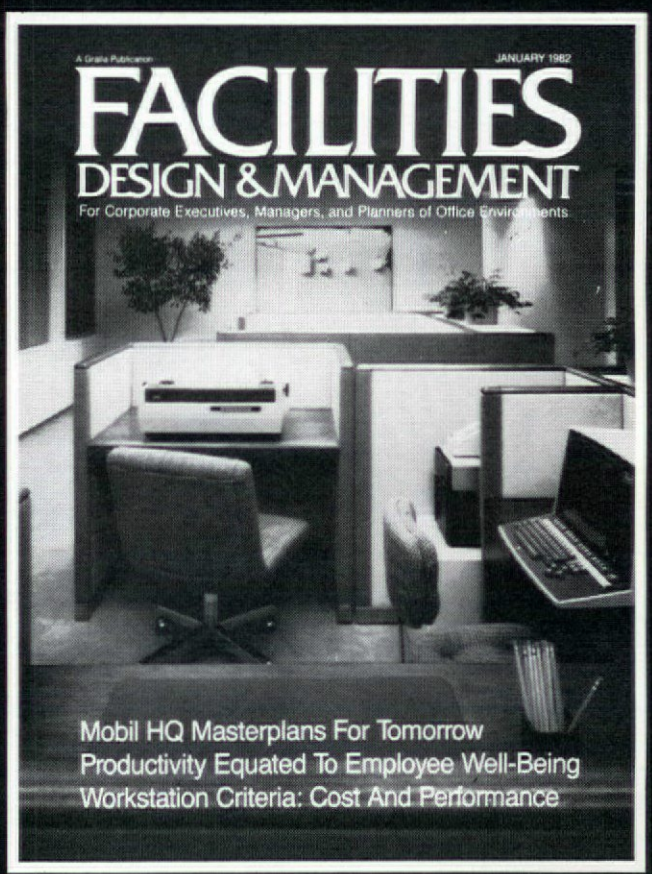
Kwik-File's Mailflow Systems comprise a complete line of mailroom furniture. Pictured here is an open back sorter which eases sorting, pick-up, and distribution of mail. A double-tier model is shown on risers atop a table with storage capability. **Circle No. 311.**

Hamilton Mail Stations are available with standard and oversize openings, in heights of 19-, 24-, or 30-in. Optional platforms, overhead organizers, angular tops, undertable files, and utility drawers are also available. Shown here is the ML-16 with sorter, drawer file, and platform. **Circle No. 312.**

Slant Pocket Mail Sorters from **Charnstrom** offer sorting modules with variable size pockets and slanted dividers set on 60-degree angles. They are available in one-, two-, and three-tier modules, in 25-, 30-, and 60-in. lengths. **Circle No. 313.**

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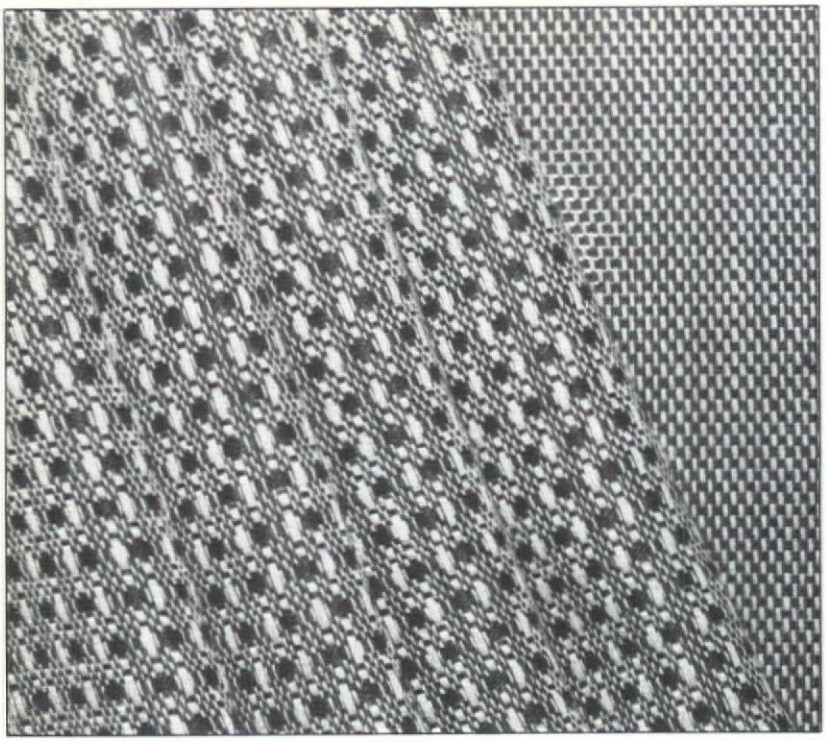
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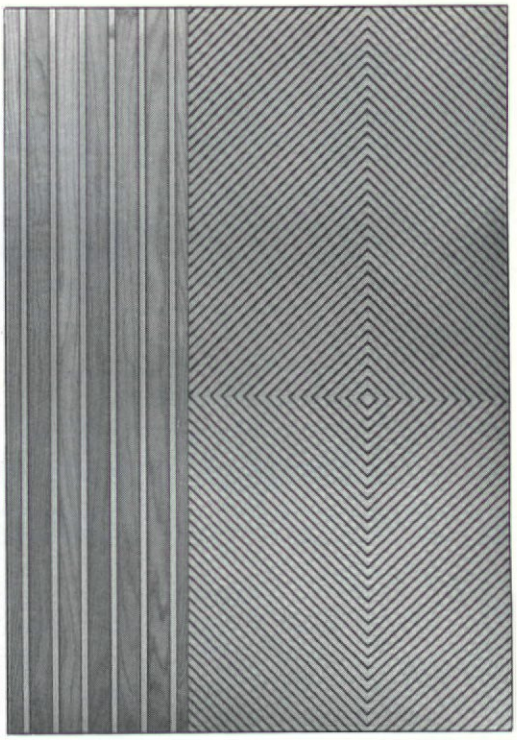
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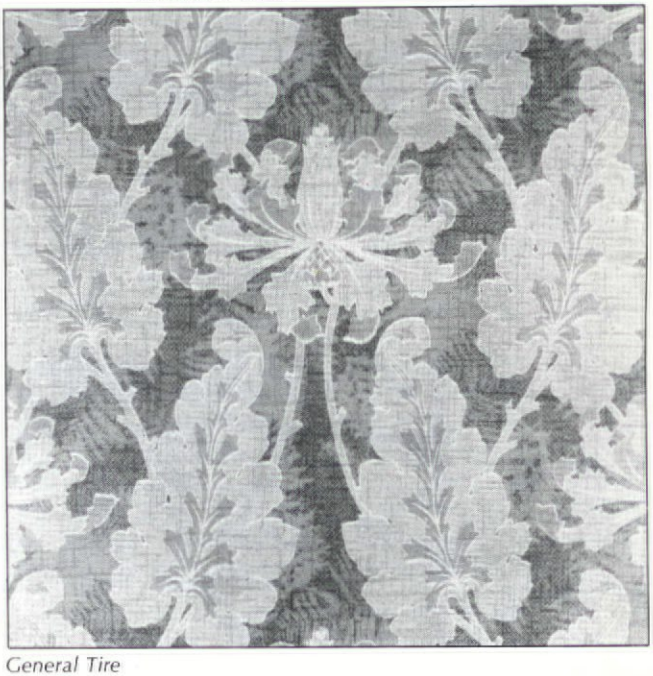
Thortel



National Products



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General Tire

Draperies, wallcoverings look alive with texture

Thortel Fabrics' new Interspace Division introduces Gibralter and Nile, two all-polyester drapery fabrics with the look and feel of wool. Both offer permanent flame resistance (NFPA 701) in 26 yarn-dyed, stock colors.
Circle No. 315.

The PhoeniX Tambour Wallcovering series by **National Products** is available in various wood veneers, cork, and brushed and polished metals, that do not require thick, intumescent coatings. They are engineered to be Class A under ASTM-E84 certification.
Circle No. 316.

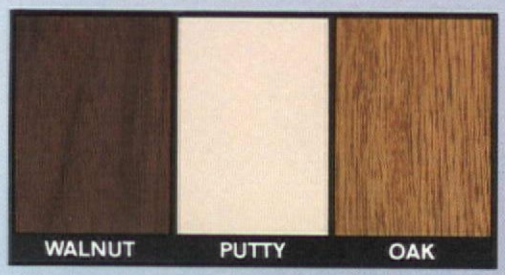
Sinclair Wallcoverings offers Shogun Royal Wallcoverings In Fabric. The collection consists of a group of nine designs on a wide choice of original, oriental, and textured grounds. All are 36-in. wide, and are acrylic coated.
Circle No. 317.

"Galleria 2" from **General Tire Wallcoverings,** is a collection of 38 patterns in 120 colorways, with most major patterns paired with a coordinating texture and/or small print. The wallcoverings are 27-in. wide, pre-trimmed, and meet Class A requirements of NFPA 101 and Federal specifications. **Circle No. 318.**

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adds color to efficiency!



The systems that have become synonymous with quality mailroom furniture are now available in three standard finishes. You now have a choice of walnut or oak woodgrain or putty finish. Special finishes are also available at an additional charge.

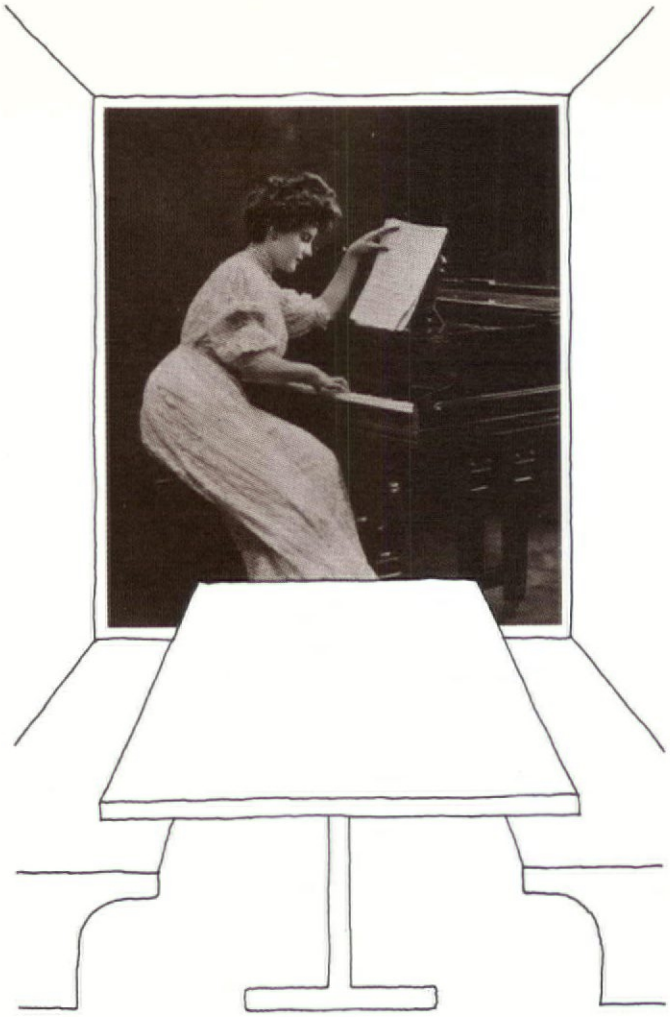
No one else in the industry can offer twenty-six different sizes of sorting modules; thirty-six sizes of consoles; a variety of scale and wrapping tables; and a choice of three popular finishes.

To find out how you can add color and efficiency to your mailroom, call 1-800-543-1605, or write us for a free catalog and the name of your local Hamilton Mailroom Dealer.

HAMILTON SORTER CO., INC.

P.O. Box 8, 3158-C Production Drive, Fairfield, Ohio 45014
Phone: (513) 874-9498 or 1-800-543-1605

Circle 87 on reader service card



Themes Like Old Times

What's new in old-time photo decor for bars and restaurants? We are. We're PS-Decor and our Past Tense Collection contains more than 3,000 images, each chosen for its decor and reproduction values. Not just because it's old.

There's a multitude of themes within the collection to create just the mood you're looking for. Everything from the Empire State Express steaming right at you to Miss Yonkers of 1916 just looking steamy.

And you can carry out your chosen theme in every size, from framed prints to full-wall murals. They're all reproduced with startling impact most people don't expect from black and white photography.

Besides Past Tense, our Scenic and Custom Collections offer immediate access to over 15,000 color images from all over the world . . . and elsewhere. No matter what your theme, our photographic art can make your decor a real PS de résistance.

PS-Decor
A Division Of
Photographic Specialties

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Minneapolis, Minnesota 55401 • 612-332-7733

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Compaxx™ clears the desks

We asked executives and office workers what they wanted most in desk accessories. They said (1) organization, (2) easy access, (3) space savings and (4) eye appeal.

We asked designers and they told us (1) crisp styling, (2) freedom from the clutter which detracts from a designer's original visual concept and (3) client acceptance.

We asked. Then we created Compaxx.™

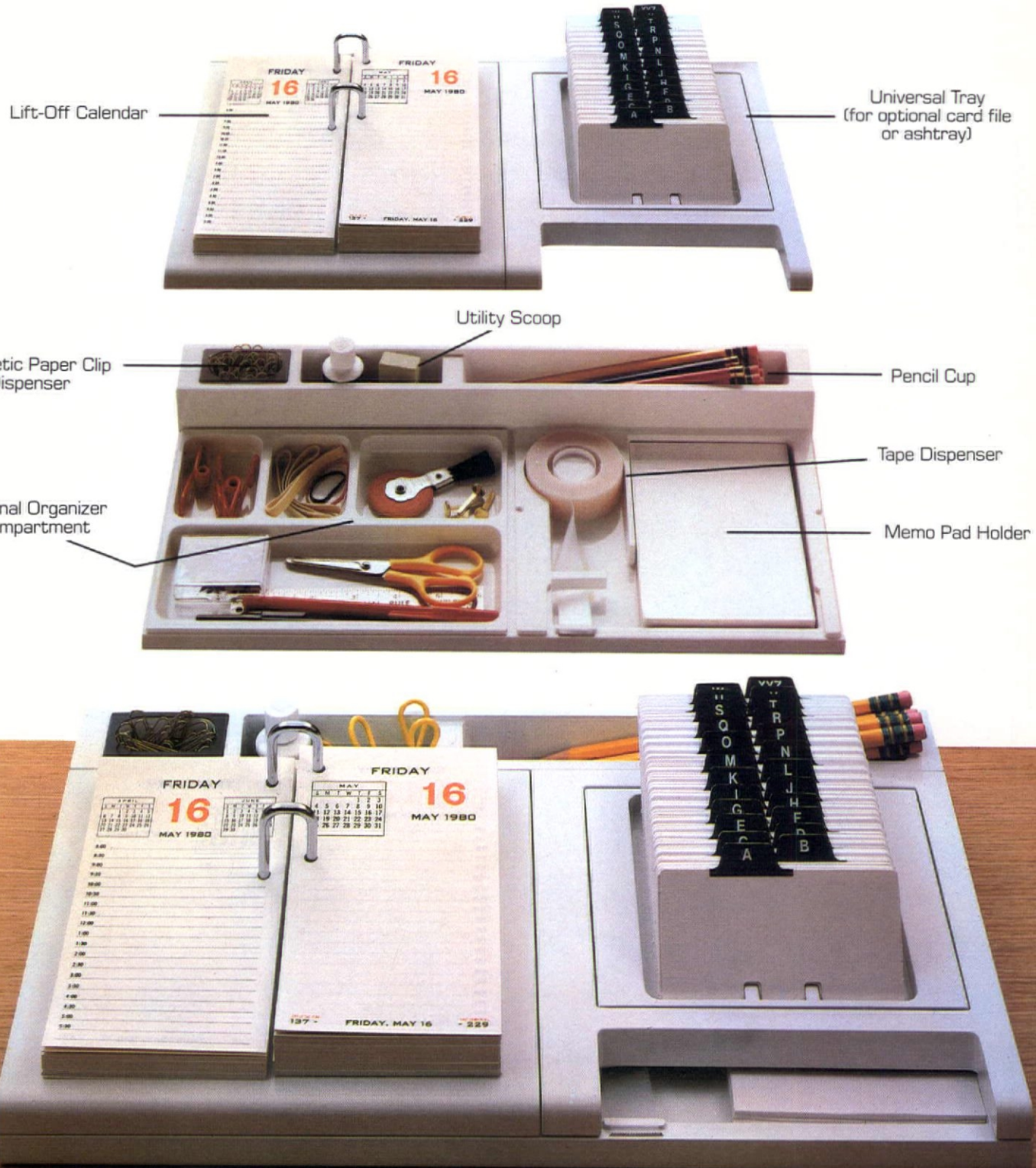
Calendar, memo pad, pencil cup, tape dispenser, magnetic paper clip dispenser, utility scoop in one compact, superbly conceived organizer. Plus internal space for irksome odds 'n ends. Optional ashtray or card file fits right in.

The look is timeless. Functional. In "right" colors to blend with any office environment.

Compaxx is a specification your clients will appreciate.

Tenex

Tenex Corporation
1850 E. Estes Ave., Elk Grove Village, IL 60007
Phone (312) 439-4020



Available in Black, Brown, Putty, White. Shown with optional card file.

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Circle 88 on reader service card.

How a 100-year-old helps your business stay healthy and safe.

This 100-year-old is the American Red Cross. That's right. And Red Cross is helping businesses like yours stay healthy and safe with CPR—cardiopulmonary resuscitation—a first aid method for sustaining life when a heart stops beating and breathing stops. And it happens every day. If it happened to an employee on the job, would you ... would anyone know what to do until help arrived? Permanent brain damage or death can result in a matter of minutes ... unless someone there knows CPR.

You'll breathe a lot easier knowing your business has CPR-trained people on hand—maybe one for every 50 people. You already have the manpower, and training doesn't take much time. Red Cross can train one of your employees to become an instructor certified to teach CPR classes in your company.

Find out more about CPR training. Call your local Red Cross chapter today.



American
Red Cross

Together, we can change things.

A Public Service of This Magazine & The Advertising Council

Now leasing. Design Center Northwest expansion.

Design Center Northwest is expanding... to offer a total of over 324,000 square feet of prime showroom space.

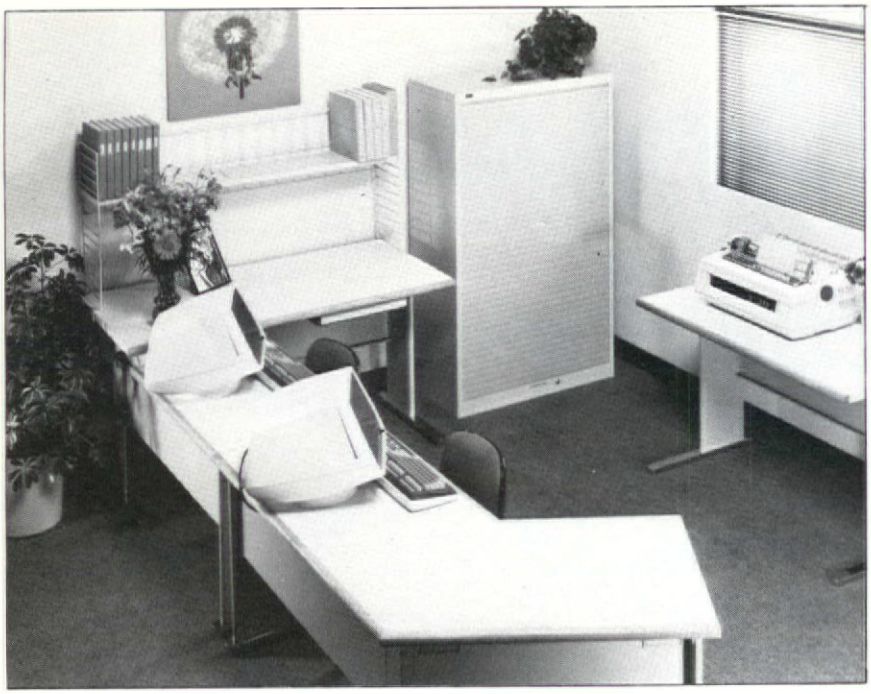
You can join over 600 of America's leading contract and residential lines which now show at Design Center Northwest, the core of the interior design industry in the Northwest.

Now leasing for occupancy in the Summer of 1982.

For brochure, floor plans and specifications, contact:
Glen M. Robins, General Manager
Design Center Northwest
5701 Sixth Avenue South
Seattle, WA 98108/206-762-4750

DESIGN CENTER NORTHWEST

Circle 91 on reader service card



Overhead bins create space for reference

National's Mega Overhead Organizer is 10½-in. deep and rises 26½-in. above the work surface, enabling easy access to media/reference binders. It is available in three sizes in soft tan.
Circle No. 319.



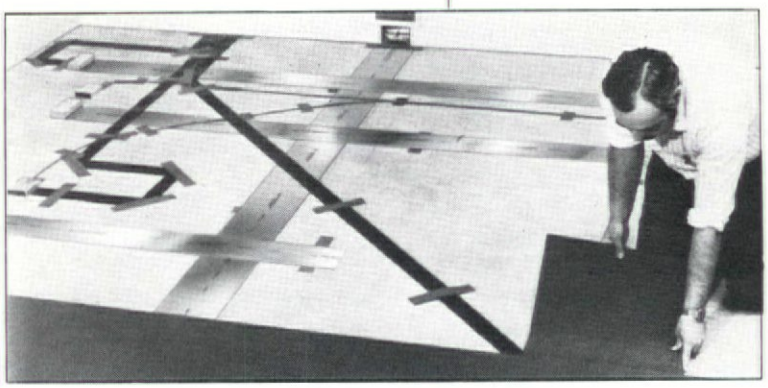
Larsen/Badische carpet to be shown in Louvre

Royal Box is a 70 percent acrylic/30 percent nylon carpet designed by Jack Lenor Larsen on **Badische's** Zefran® Blend CR-4 yarn. It features a charcoal gray ground with a multi-color design.
Circle No. 322.



The Sculpture Studio twists its shapes

Convolutions is a free-standing, stainless steel sculpture by William Bowie. It is 24-in. high with a 12-in. diameter, mounted on a Lucite base.
Circle No. 321.



Under carpet cable eases rework and repair

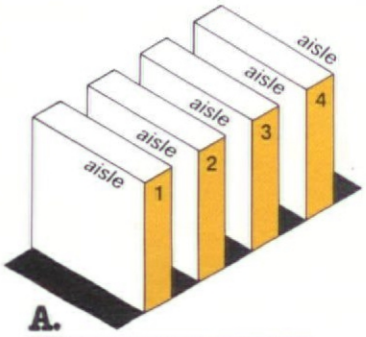
Versa-Trak, from **Thomas & Betts,** is designed for fast and economical installation of electrical power, telephones, and wiring to data terminals. The system runs on 120, 240, or 208Y/120 voltage. It is UL rated and meets the requirements of the National Electrical Code.
Circle No. 320.

SPACESAVER SYSTEMS: any

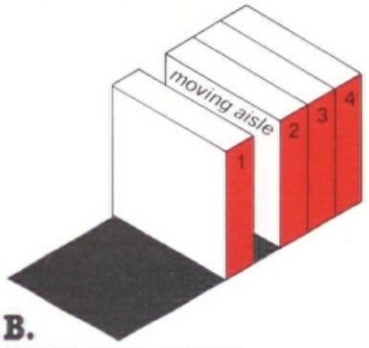
the intelligent alternative to storage.

Doubles Storage Capacity without Doubling Interior Space...

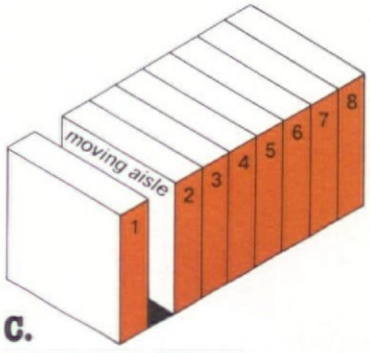
or Saves 50% of Space for other functions.



A.
CONVENTIONAL STORAGE
Wasted Aisle Space



B.
SPACESAVER SYSTEM
Converts Aisles to Storage



C.
SPACESAVER SYSTEM
Doubles Storage Capacity

Case Studies



1. Fort Savings & Loan Association
Edgerton, Wisconsin



2. Arthur Andersen & Associates
Chicago, Illinois



3. First National-Southern Natural Gas Company
Birmingham, Alabama

THE CASE FOR HIGH-TECH HIGH-DENSITY MOBILE STORAGE SYSTEMS FROM SPACESAVER.

The basic concept is simple. By eliminating non-productive aisles that occur in conventional storage, Spacesaver fills those wasted aisles with 100% more material storage...using only a single, optional "moving" aisle. Mobile storage units carrying tons of payload per unit traverse on a system of rails...effortlessly and quietly. It's the high-tech way, the smart way to fully utilize all the available interior space for storage areas. And Spacesaver offers the Designer back-up planning assistance with a comprehensive Kinetic Space Analysis study for each of your client's projects. Spacesaver. The intelligent storage concept that just makes sense...for you and your clients.

The Spacesaver Group.

Designer's File:



Available to qualified professionals. Includes Design Manual, Architectural Planning Book and Floor-Loading Technical Guidebook.

Yes, Spacesaver makes sense to me.

☐ Please have your storage specialist contact me for my complimentary copy of the Architectural Planning Book.

☐ I would like to review your entire Designer's File.

Name

Organization Address

City State

Zip Telephone Con. 10/81

Spacesaver Corporation
1450 Janesville Ave.
Ft. Atkinson, WI 53538
(414) 563-6362

Spacesaver

high-density mobile storage systems

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Atlanta, Baltimore, Chicago, Denver, Detroit, Houston, Los Angeles, Philadelphia, San Francisco, Seattle.
Circle 93 on reader service card



On August 3, 1492, Christopher Columbus set sail from Spain, seeking honor and wealth by establishing new trade routes with India. Since he had miscalculated the circumference of the earth by 6,331 miles, he was destined to spend years in a vain search for the mainland of Asia. In 1502 he died poor and forgotten.

If you want to reach spice merchants, pick the right continent.

Success is always easier to grasp if you're in the right place, talking to the right people. BPA-audited (Business Publication Audit of Circulation, Inc.) magazines let you know exactly where your ads are going. BPA audits the job title and description of people who receive our magazines, so you know to whom you're talking.

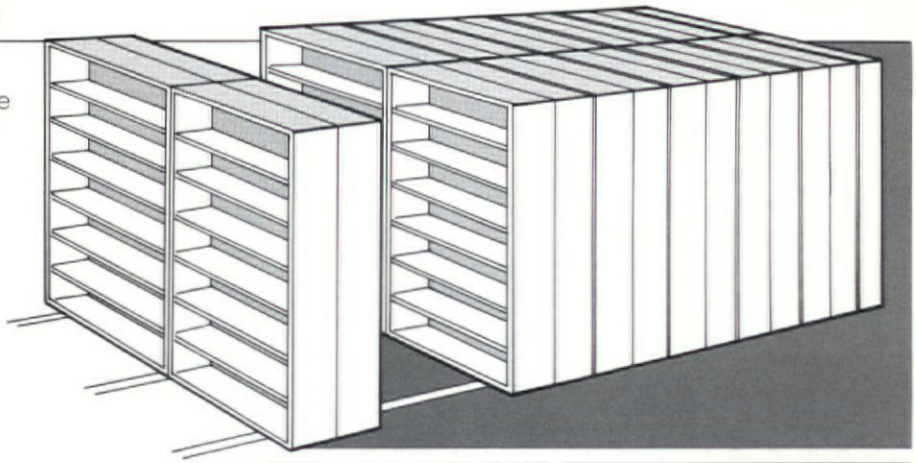
BPA We count, so your ads will.

This BPA-audited magazine donated the space for this ad, with creative and production costs contributed by BPA agency and advertiser members.

Angle Steel adds Data-Case™ line of high density filing systems and we're inviting you

to help us penetrate this fast growing market where the average sale has increased to over $15,000.

And is still climbing!



We're looking for dealers who want to take advantage of what may be the best profit opportunity in the business today — the market for mobile and stationary filing systems that increase capacity up to 400% in the same floorspace.

With office space at an all-time premium, and no end in sight to the need for records storage, it's easy to see why the demand for high density systems is steadily increasing — and why so many dealers are on the lookout for quality lines to satisfy that demand.

But why Data-Case?

SELL DATA-CASE WITH TOTAL CONFIDENCE

The Data-Case line includes a complete range of components that equip you to satisfy virtually any filing application; library, medical, EDP, legal or standard in a wide choice of contemporary colors. All from a single source.

But, what about quality?

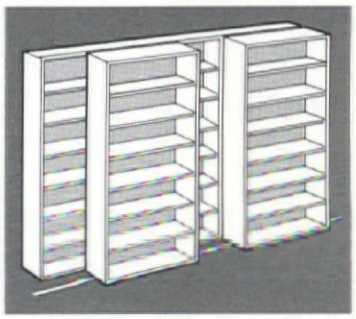
Data-Case components are completely fabricated from cold-rolled steel — no particle board or aluminum. Double-wall end panels far exceed industry load bearing requirements, rigid 18 gauge steel shelves support full loads easily without sagging, and the units are mounted on heavy duty 16 gauge bases. This sturdy construction means the kind of long-lasting trouble-free operation that minimizes after-sale service.

DEAL WITH A SUPPLIER WHO KNOWS WHAT YOU NEED

The Data-Case line may be new to Angle Steel, but Angle Steel is definitely not new to the business. We've been manufacturing and marketing durable metal furniture for over 70 years. So we know from experience, just the kind of support you need from us to profit from handling our lines.

The Angle Steel program includes support with advertising and promotion, free room layout and planning services, assurance of quick delivery from factory stocks, and a pricing structure that demonstrates our interest in finding the right dealers.





TAKE THE NEXT STEP— GET THE WHOLE STORY

There's a lot more to learn about Data-Case and Angle Steel. We'd like to send you a free information kit with literature on the product line, specifications, pricing and terms, and more. Just circle our number on the reader service card or call us at (616) 685-6913 for a quick preview from our Data-Case representative.

ANGLE STEEL™

ANGLE STEEL • 100 ACORN STREET
PLAINWELL, MI 49080
PHONE (616) 685-6831
DIVISION OF KEWAUNEE SCIENTIFIC EQUIPMENT CORPORATION

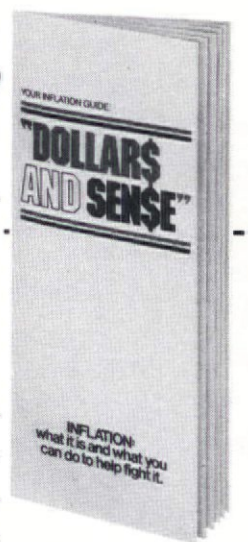
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Send for this free booklet, and information on how to obtain bulk copies.



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The Advertising Council
825 Third Avenue, New York, N.Y. 10022

Please send me a free copy of "Dollars and Sense," and information for ordering bulk copies.

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Ad Council

A public service message of The Advertising Council and The U.S. Departments of Agriculture, Commerce, Labor and Treasury. Presented by this magazine.

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CHECK WRITING STAND



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A wide range of diameters from 24" to 10' are available with Microfilm Cartridge Rotary Delcofiles. The 24" unit has 40 compartments for 4" x 4" x 1" cartridges. The 10' size Delcofile holds 1500 cartridges in 5 tiers.

Units available, manual or motorized, in several standard decorator colors. Files also available for microfiche filing.

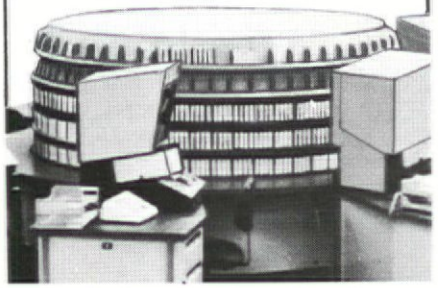
CALL 800-243-8528

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Delco Associates, Inc.

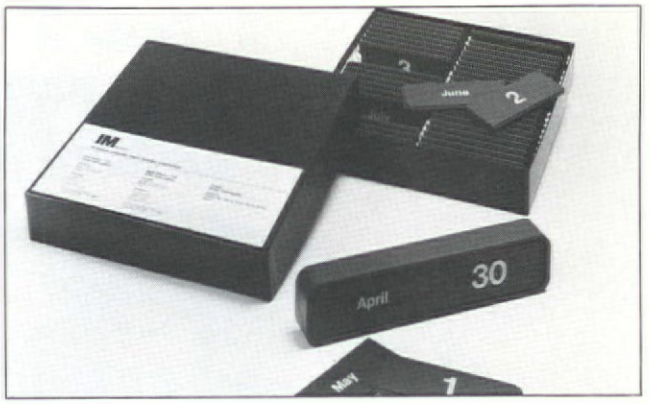
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DEALERS THROUGHOUT THE UNITED STATES



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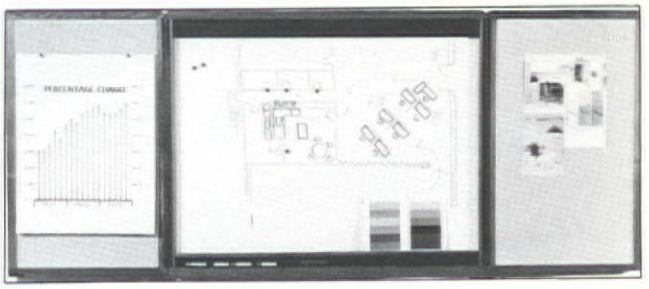
PRODUCTS & SERVICES



INTEGRATED SIGNAGE AIDS COMMUNICATION

Uniformity of APCO's IM System of signs from tellerline to check-writing stand provide constant communication. System can be imprinted with logos, unique typefaces, and other graphic elements.

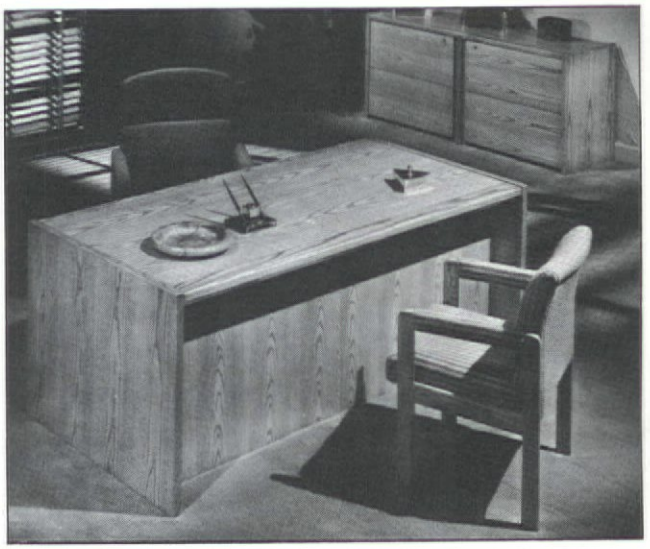
Circle 339 on reader service card



DEMO BOARD HAS PULL-DOWN PROJECTION SCREEN

Business Accessories' MagnaBoard features whiteboard, fabric covered tackboards, and flip charts. A pull-down projection screen for full visual aid presentation is also included.

Circle 340 on reader service card



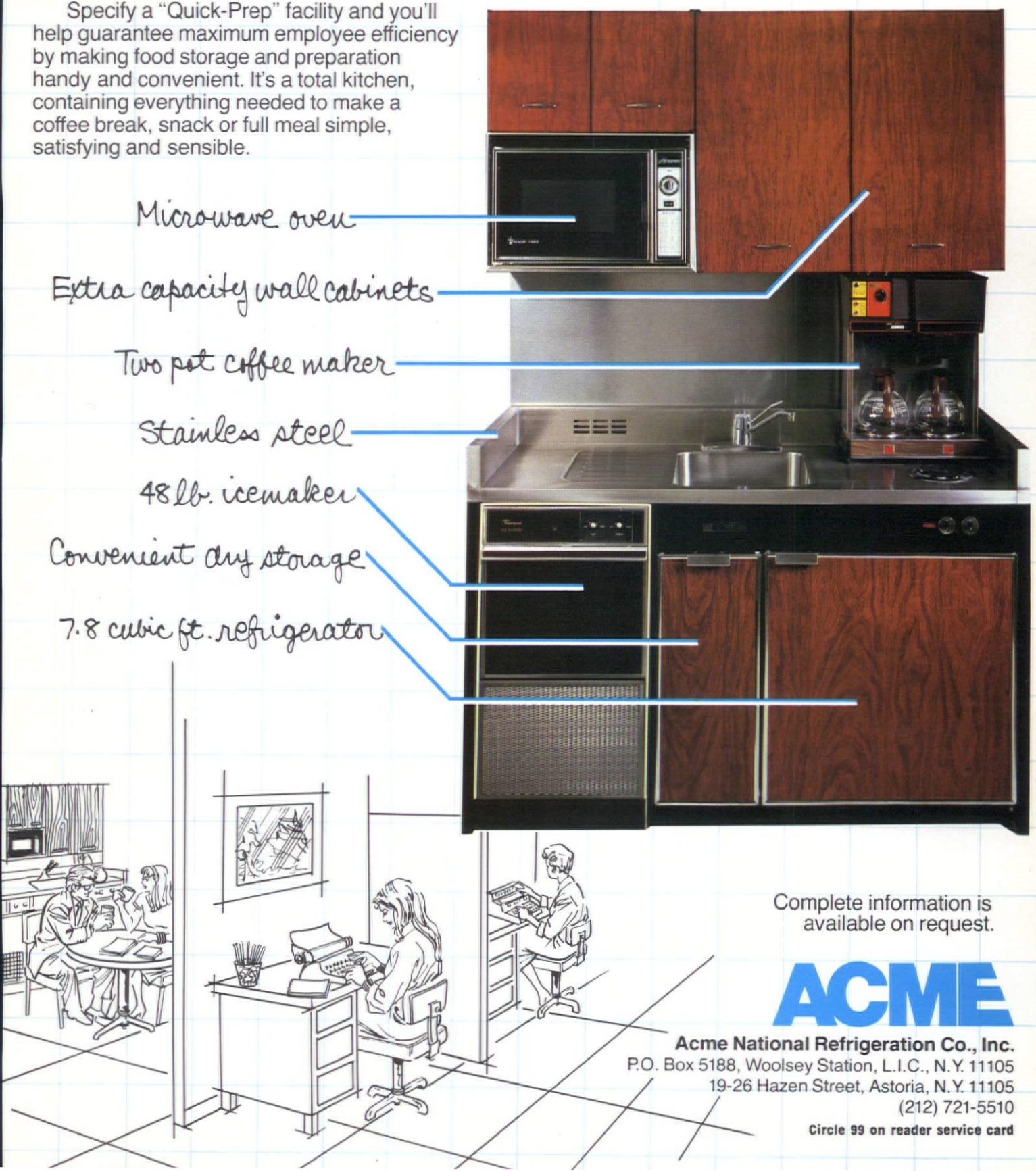
DESK OFFERS AMPLE DRAWER SPACE

Tempus II from Boling is offered in either walnut or ash. Desk is available in two sizes, contains one file drawer, and two box drawers in each pedestal. File has laterally positioned drawer to provide ample space and convenient access for daily referrals.

Circle 341 on reader service card

ACME "QUICK-PREP" NOURISHMENT STATION

Specify a "Quick-Prep" facility and you'll help guarantee maximum employee efficiency by making food storage and preparation handy and convenient. It's a total kitchen, containing everything needed to make a coffee break, snack or full meal simple, satisfying and sensible.



Complete information is available on request.

ACME

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Circle 99 on reader service card

There are two ways to conserve wildlife.



Way Number One: zoos. Wonderful places, zoos. For people. For all of us to learn about animals from faraway places. For a glimpse of rare species that still exist only in zoos. But if the cougar and other wildlife could choose...

Well, there's Way Number Two: natural habitat. Enough of it to provide what all animals need to survive: food, water, cover and a place to raise their young. But does it have to be either/or?

In too many parts of the country we haven't yet found the right balance between our human needs and the animals' need for natural habitat. In too many places chainsaws and bulldozers are recklessly destroying habitat and with it the wildlife.

Solution? Wise conservation policies that can help protect habitats without stifling necessary development.

Recently the National Wildlife Federation acquired a 2,765-acre tract in northern California's Shasta Valley—the Lava Lakes Wildlife Area and Nature Center. With its lakes, marshes, forests, sagebrush and grazing land, the new area provides habitat for 67 species of mammals, from shrews to mule deer, along with waterfowl, fish, reptiles, amphibians, and some 150 species of birds.

That's the way to conserve wildlife—natural habitat. Space in America must be allocated fairly. That way, the animals will survive and so will we.

Help save a place for wildlife. Write Department 401, National Wildlife Federation, 1412 16th Street, N.W., Washington, D.C. 20036.

Save A Place For Wildlife.

NATIONAL WILDLIFE FEDERATION



Welcome to Our World of Prestige

■ Prestige™ Wallcoverings is pleased to present a new dimension in textile wallcoverings! ■ The Prestige Collection 1 includes a world of natural colors, textures, and backgrounds to complement and create an inviting atmosphere — the appeal which meets the test of time. ■ Uniting prestige with practicality, these exclusive Belgian Linen warp lay and woven textiles are pre-trimmed for easy installation, offer dimensional and color stability, and excellent anti-static qualities. All Prestige textiles have received Class "A" Fire Ratings according to ASTM-E-84-80 Standards. ■ Contact us for the name of your nearest Prestige Collection Representative. Welcome to Our World of Prestige!

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Prestige™ Wallcoverings

Circle 100 on reader service card

Mailflow Systems™

Solid, but Flexible

Mailroom furniture has to do more than look good. It has to be built tough or it retires early. That's why Kwik-File's **Mailflow Systems** feature welded, steel construction.

In fact, **Mailflow Systems** are designed to last longer than your clients' mailrooms. New equipment, higher volume, personnel changes—any one of them can force your client to change his mailroom design. When that time comes, the modular components of **Mailflow Systems** will make the change to your new design quicker, easier and more economical.

Mailflow Systems—quality construction at a price to please your client. Design ease and flexibility that will pleasantly surprise you.

For more information, call toll free 1-800-328-5711 or use the reader service number.

KWIK-FILE®

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Golden Valley, MN 55416



Circle 102 on reader service card

PRODUCTS & SERVICES



ENCLOSURE SYSTEMS SET UP WITH EASE

ATM Enclosure Systems from Automation Environments, Inc. include interior kiosk, thru-wall ATM surround, and exterior kiosk systems. Enclosures are prefabricated, feature security systems, one-day set-up operations, space for proprietary graphics, and integration with other standard enclosure/service modules. It is highly adaptable for use in retrofit programs.

Circle 334 on reader service card



OMNI INTRODUCES SECOND OF FIVE IN SERIES

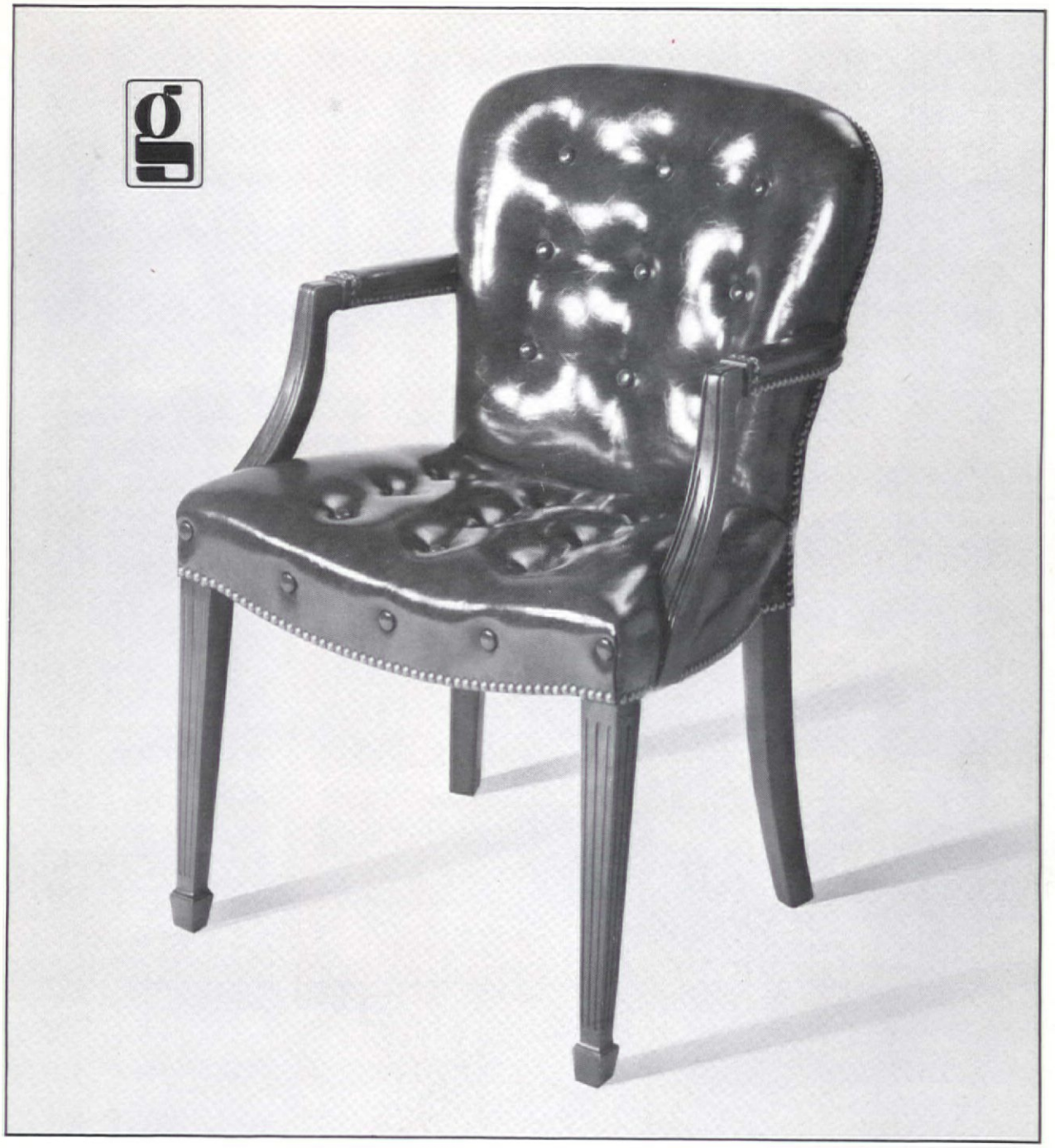
A new collection of imported textile wallcoverings was introduced by Omni-Collections. Called Elegant Sophistication, the collection is Book Two in a series of five wallcovering groups to be introduced to the market. Included in the group are 47 Calcutta textile wallcoverings available in 36-in. and 27-in. widths.

Circle 335 on reader service card

EASY CARE JOINS WITH SILK LOOK IN FABRICS

"Suede de Soie" is an all-polyester woven suede fabric with a silken hand. It is washable, dry cleanable, and suitable for use as upholstery or drapery fabric. Woven 45-in. wide, it is available in a range of 33 colors. "Suede de Suede" is a heavier, cotton-backed polyurethane fabric, produced in 13 colors, in 52-in widths. Both fabrics are available exclusively through Suede-Tex.

Circle 336 on reader service card



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FOLDING TABLES
QUALITY • SERVICE • DESIGN



BEAUTY, DURABILITY, PROMPT DELIVERY

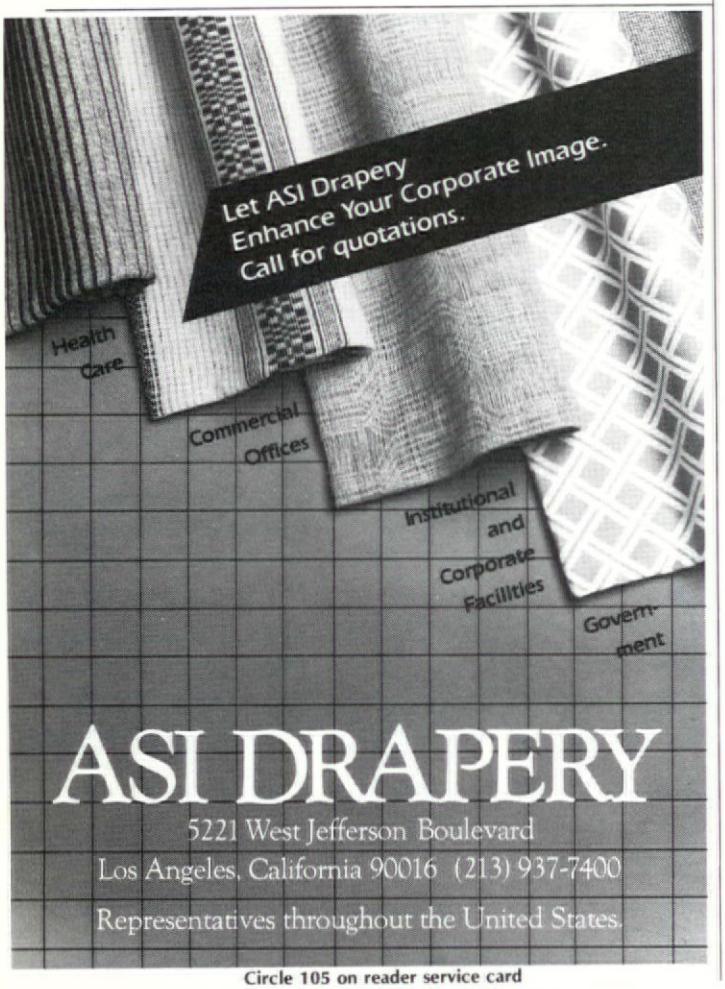
- Folding Tables in styles and sizes for every need
- Conference tables

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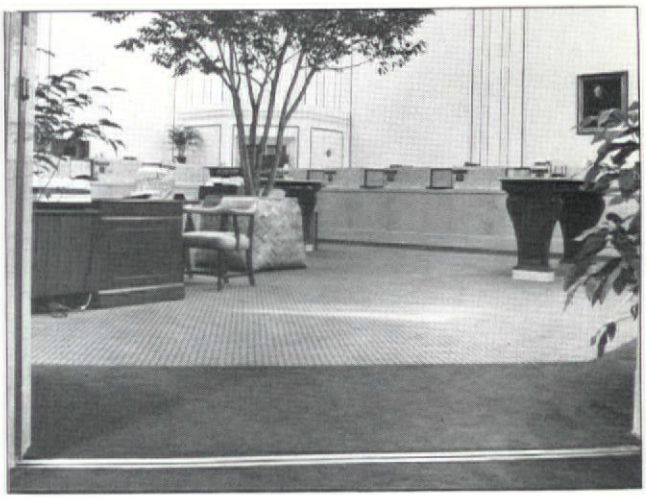
PRODUCTS & SERVICES



DESIGNED TO THE Nth DEGREE

Award winning designer Hector Coronado created the "N" Arm Chair, a laminated beech wood veneer stack chair with tinted inner-ply detail, for Contract Chair Mfg. The frame comes in one piece in a natural finish.

Circle 337 on reader service card

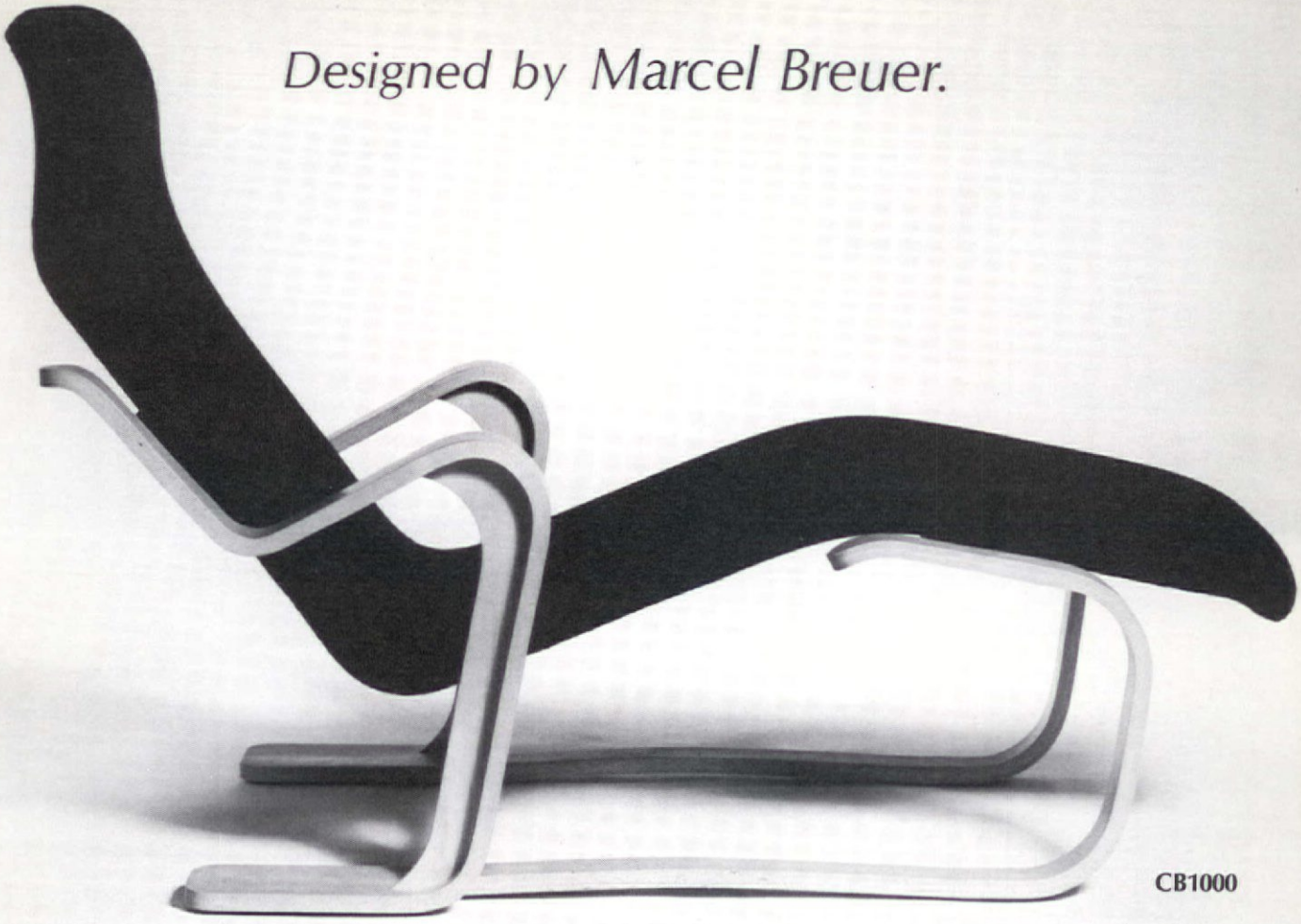


CARPET IS DESIGN ACCENT IN RENOVATED BANK

Lees' Antron III nylon carpet was the unifying element throughout the recently renovated First National Bank of Waukegan, Ill. Soil-resistance and permanent static protection, in a wide variety of colors and patterns, met the client's needs throughout public and executive areas.

Circle 338 on reader service card

Designed by Marcel Breuer.



CB1000

Designed by Claud Bunyard.



A many purpose chair of exceptional comfort.

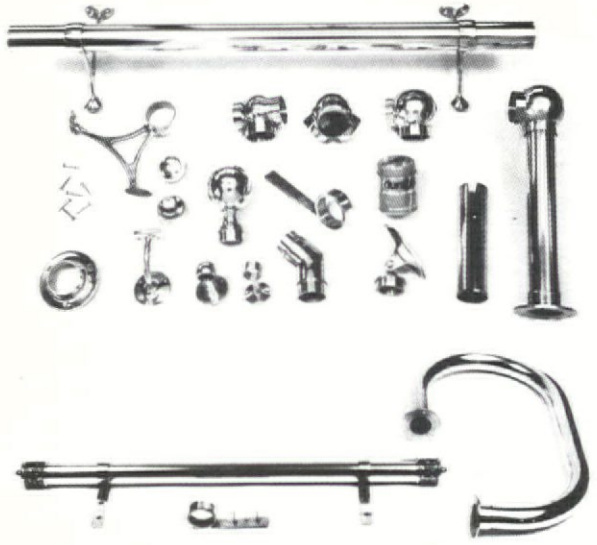
CB1010

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DEALERS and SPECIFIERS inquire
Color Catalogs available

Circle 108 on reader service card

PRODUCTS & SERVICES



TEXTILE BOOK DEVELOPED BY SHELBY WILLIAMS

A new textile book from Shelby Williams includes 50 patterns in 400 colors designed for contract interiors. The three ring binder has individual swatch cards with a dozen samples per page. Initially there are 55 pages with flexibility to add or remove pages. Designs include solids, geometrics, and tweeds in such fibers as wool, nylon, Herculon, Dralon blends, and the latest Naugahyde. Many of the samples can also be matched or coordinated on walls.

Circle 332 on reader service card



FLOOR MATS STOP SKID, DO NOT HARM CARPET

Cleatmats from Rubbermaid are made from W-3 and polycarbonate, backed with highly skid-resistant materials which will not harm carpeting. They are available in six shapes.

Circle 333 on reader service card

Somebody down there likes us!





Quite obvious, since the Caribe Hilton has reordered the sofa bed shown above more than twenty times. At last count they have over 400 in use since 1970.

Avery-Boardman is one of America's largest and oldest manufacturers of custom sofas and sofa beds. By buying direct you get two important advantages, the best prices and the best delivery. Plus elegant styling, both traditional and contemporary.

Send for helpful "SPECIFIER KIT" containing photos of typical "contract" sofas and sofa beds in various price ranges, plus technical data for "specing," including information on our Flame Retardant fabrics.



AVERY BOARDMAN LTD

DECORATION & DESIGN BUILDING, 979 THIRD AVENUE, NEW YORK, NY 10022 (212) 688-6611
PACIFIC DESIGN CENTER, SPACE 365, 8687 MELROSE AVENUE, LOS ANGELES, CA 90069
In Atlanta: Brice Ltd., Atlanta Decorative Arts Center, 351 Peachtree Hills Ave., N.E. Suite 220

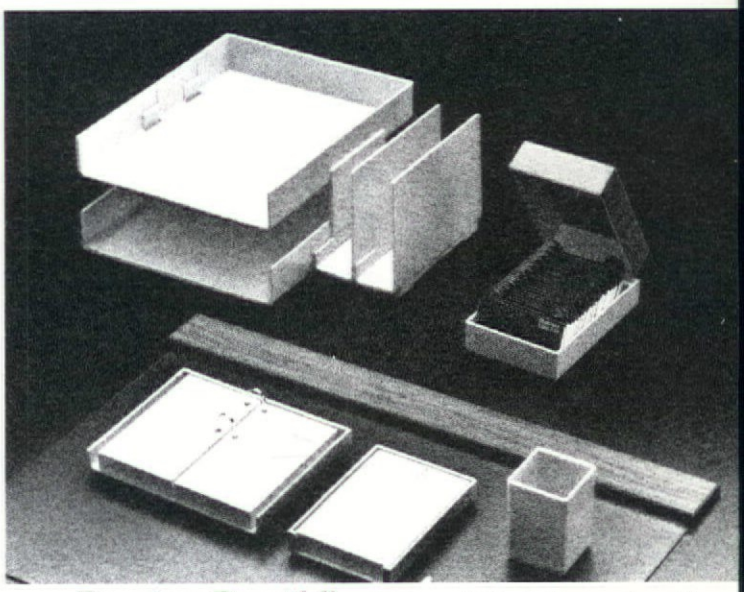
Thru your interior designer or architect.

Circle 109 on reader service card

Rubbermaid. There's more to

More quality, more value, and more products. Beyond the contemporary styling of Rubbermaid's broad line of office products, look for the hidden value. Like durability that lasts through years of day-in, day-out wear.

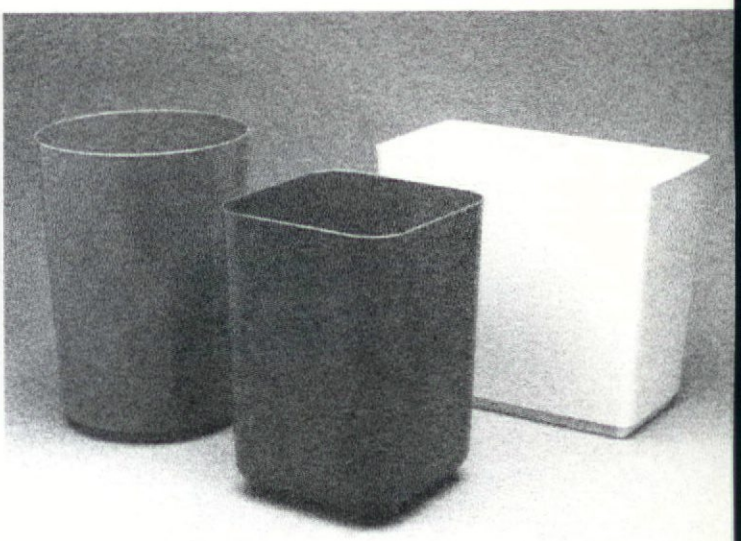
And look for design features that make Rubbermaid products more efficient and functional. For example, the way our QuickPockets™ filing system interlocks. Or the way our stepstool wheels retract for safety.



Functions Beautifully. *Designer II Desk Accessories with their clean, crisp styling and long-lasting durability, will accent any office while they help organize any desk top.*



Well-Rounded Group. *Form 1000™ contemporary desk accessories feature a smooth, radius corner design and structural strength. Available in black, sand, rust, brown, or green.*



The Basket Case. *Complete the style and color-coordinated look of any office with attractive wastebaskets designed to complement Rubbermaid desk accessories.*

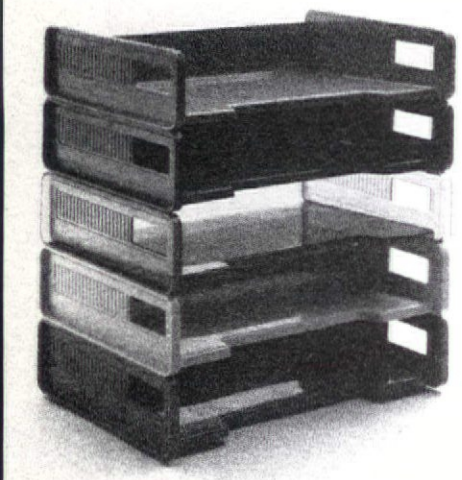
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us than meets the eye.

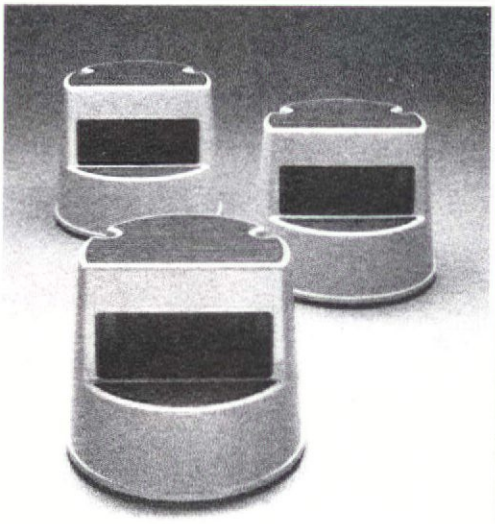
Look too, for a sensible price that's well within any office budget. Then compare. You'll see why Rubbermaid is fast becoming a household word in the office. Rubbermaid office products. Anyway you look at them, they offer a great deal.

For more information on Rubbermaid's quality, value, and products, write us in Winchester, VA 22601 or call toll-free: **800/336-7306**.

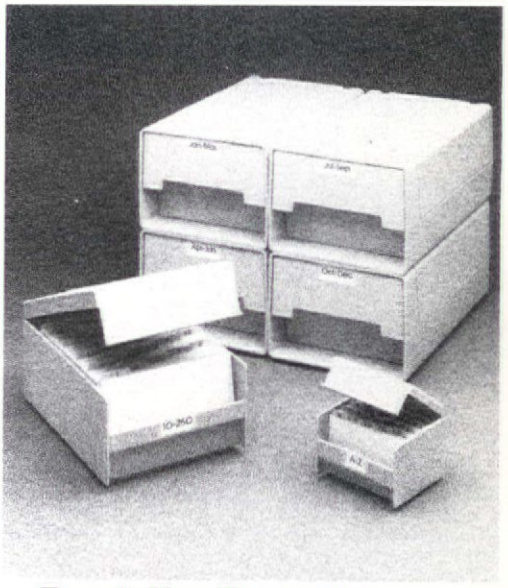
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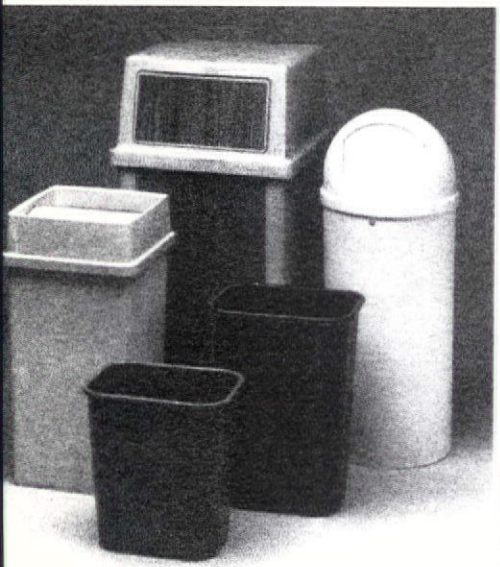
Shelve It. *Stack'em up for better organization with Snapstack letter trays in letter or legal sizes. Six snappy colors.*



Join Your Higher-Ups. *This stepstool rolls right in place, then when you step up, its wheels retract for firm footing.*



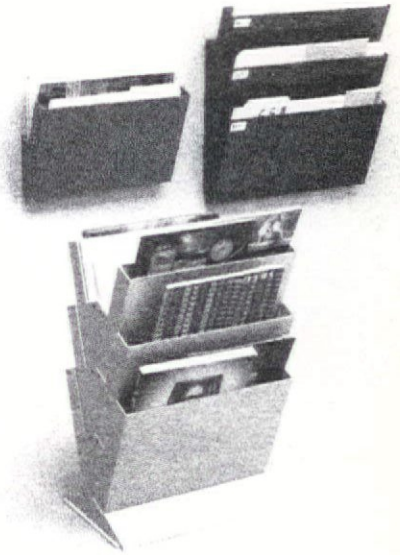
Facts At Your Fingers. *High capacity Stylefile™ card files are more functional and attractive than metal, and never dent.*



Very Receptive. *Indoors or out, our attractive waste receptacles are durable and easy to clean.*



Tough Life. *Our three lines of protective chairmats, including our skid-proof Cleatmat™, are guaranteed for life.*



Upstanding Ideas. *QuickPockets™ filing systems interlock and fit flush to walls or stand alone. Letter or legal/printout size.*

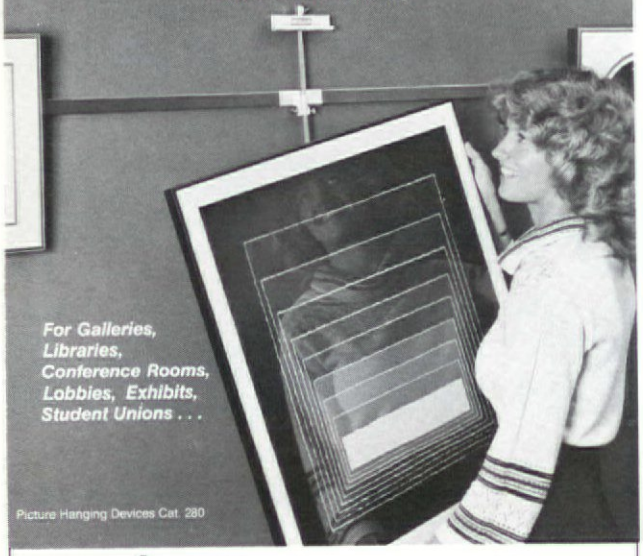
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Circle 111 on reader service card

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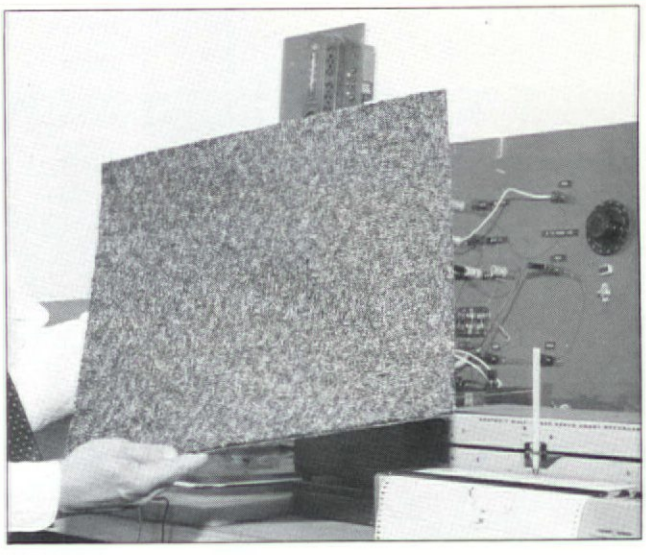
PRODUCTS & SERVICES



DRAWER ALLOWS EASY ACCESS TO CRT KEYBOARD

A 4 1/2-in. high drawer, designed by Corry Jamestown, is a housing solution for CRT detached keyboard equipment. The drawer can be used under any 29-in. high worksurface offered in the 2000 system, including the CRT corner worksurface. The drawer is mounted on ball bearing slides to assure ease of operation, and can be placed directly beneath the display unit. It may then be locked in two open positions controlled by fingertip release levers.

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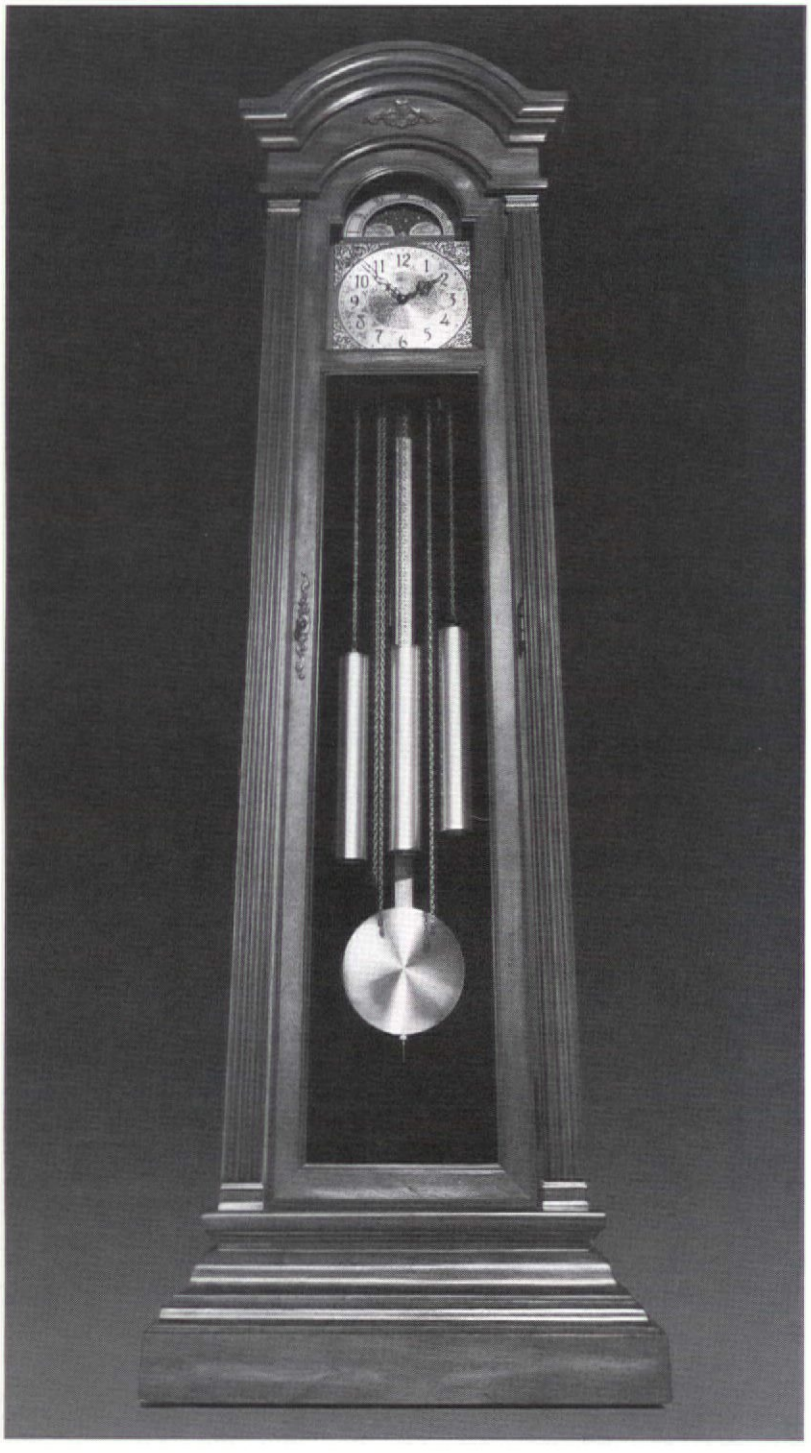


CARPET TILES REDUCE STATIC

Compu-Tile™, from United Technical Products, is a highly anti-static carpet tile originally formulated for use on computer room access floors. It meets IBM recommendations for use on computer room access floors and has high electrostatic properties even when compared to tile and other hard surface flooring. Compu-Tile is available in standard 18-in. squares and is also available on special order in 24-in. sizes. It is offered in a wide range of colors in both level loop and cut-pile construction.

Circle 331 on reader service card

Give any office the look and sound of success for as little as $600.



Nothing conveys the feeling of tradition and stability like a grandfather clock. And with all the hustle and bustle of today's corporate environment that's the kind of feeling your clients will want customers to walk away with. So the next time you're planning a corporate lifestyle, turn to a product as old as the notion of corporations to create that special feeling. Then specify a Pearl Grandfather Clock.

Pearl offers a broad line of traditionally designed and carefully finished cabinets. A national service network stands behind our craftmanship. And the price for the sound and look of success has never seemed more reasonable; suggested retail for models starts around $600.

For more information about our contract programs write on your letterhead to: Dept. C, 730 Huron, Memphis, Tennessee 38107.

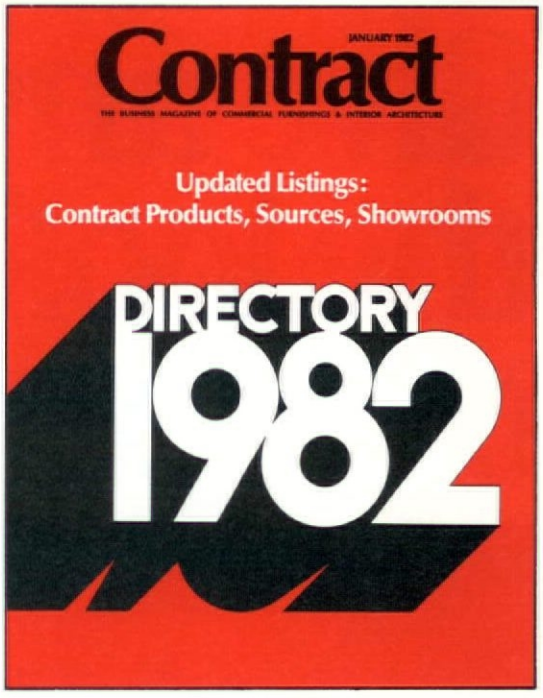
Pearl Grandfather Clocks

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CONTRACT's 1982 Supplier Directory & Buyers' Guide

Used And Referred-To By Leading Specifier/Buyers All Year Long!



The 1982 CONTRACT Directory, containing complete updated data on 2,500 leading contract manufacturers, will be read and referred-to, used and re-used, throughout the year by more than 28,000 top-qualified contract decision-makers seeking products and suppliers. Thousands of newly qualified specifier/buyers also will receive the Directory as they're added to CONTRACT's circulation during 1982.

New study confirms CONTRACT's Directory is of proven value to readers and advertisers:

- **Gets Year-Round Use**—Over 80% of respondents keep the Directory 6-12 months or longer.
- **Spurs Immediate, Repeated Buying Action**—Most (89.3%) respondents contacted 2-5 suppliers found in the Directory, with over half (53.1%) contacting more than 5. And 63.1% reported making contact **within 1-4 weeks** after receiving the Directory.
- **Provides Multiple Impressions**—80% pass along their Directory copies to an average of 2.5 additional firm members. And each Directory is referred-to approximately nine times by four different buying influences.

Directory Ad Deadlines: December 15, space; December 20, film; December 24, inserts.

Use this coupon to reserve your space in CONTRACT's 1982 Supplier Directory & Buyers' Guide

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Frank Rizzo, Co-Publisher
CONTRACT Magazine
1515 Broadway, 24th Floor, New York, N.Y. 10036

Dear Frank:

☐ Please reserve_____(page size) in the 1982 CONTRACT Directory.
☐ Please contact me with more details on the 1982 CONTRACT Directory.

Name_____ Title_____

Company_____

Address_____

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Telephone No. ( )_____ Signature_____

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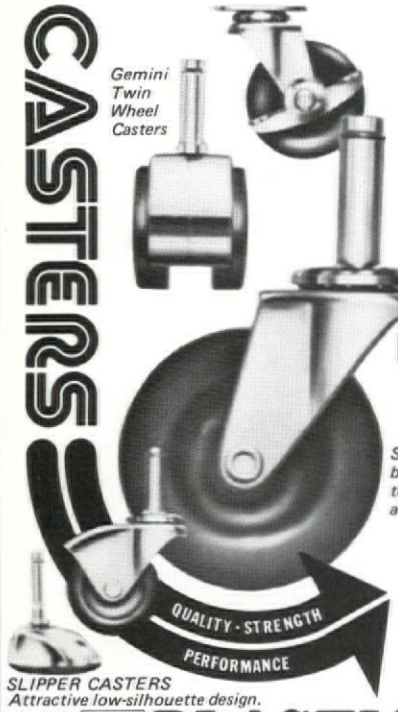
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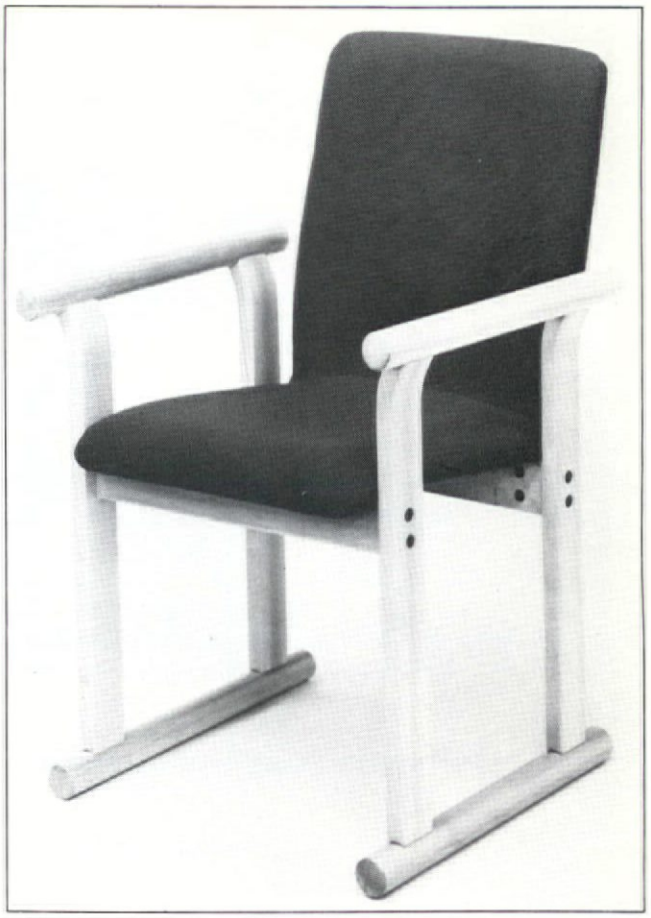
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PRODUCTS & SERVICES



ARM CHAIR FEATURES UNIQUE SLEIGH BASE

Loewenstein's Annell Arm Chair features a 1 3/4-in. round arm and matching sleigh base. The frame is of solid beechwood with mortise and tenon joinery, and the seat shell is of upholstered heavy, molded plywood with fire retardant foam fill. It measures 23-in. wide, 23- to 24-in. deep and 35-in. high. The seat height is 18-in., arm height is 25-in. It is available in natural beech or walnut finish, with Padova finishes available for quantity orders.

Circle 328 on reader service card

SOUND STAGE LIGHTS ARE ADAPTED TO INTERIORS



Capri Lighting's new miniature Cool Lite, adapted directly from television and film sound stages, uses a low-voltage principle to achieve color fidelity, heatless operation, and energy savings of up to 60 percent over standard voltage fixtures. It may be mounted on ceilings or walls, snapped on to Capri track, or placed on a desk, table, or floor for uplight. It then swivels or pivots to point light in any direction.

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November CONTRACT: Office "Executive Buyer Edition"

Read By 5,000 Office Managers & Facility Planners, In Addition To Regular 28,000 + Specifier/Buyer Audience!



For Readers: Fresh, informative, illustrated reports on office design, innovations, furniture and furnishings

For Advertisers: Product exposure to 33,000 volume-buying contract professionals and end-users, including 5,000 office managers and facility planners

The November CONTRACT Office "Executive Buyer Edition" features new office design techniques and the latest in office furniture/furnishings... brings advertisers in closer touch with 28,000* active all-contract specifier/buyers, plus an additional 5,000 decision-making office managers and facility planners.

November Ad Deadlines: October 9, orders; October 14, film; October 19, inserts.

*Total audience, including pass-along, is nearly 96,000: AD-Q, 8/80.

Upcoming "Executive Buyer Editions"

December: Store Planning—Practical information, plus extra circulation to 5,000 planners, developers and managers of stores, chains and shopping centers. **Space closes Nov. 12.**

February: Health Care—Specialized health care data, plus extra circulation to 5,000 health care executives. **Space closes Jan. 12.**

April: Hospitality/Restaurants—Specialized contents, plus extra circulation to 5,000 executives at hotels, restaurants, etc. **Space closes March 12.**

June: Government—Government installations, plus extra circulation to 5,000 government purchasing executives. **Space closes May 10.**

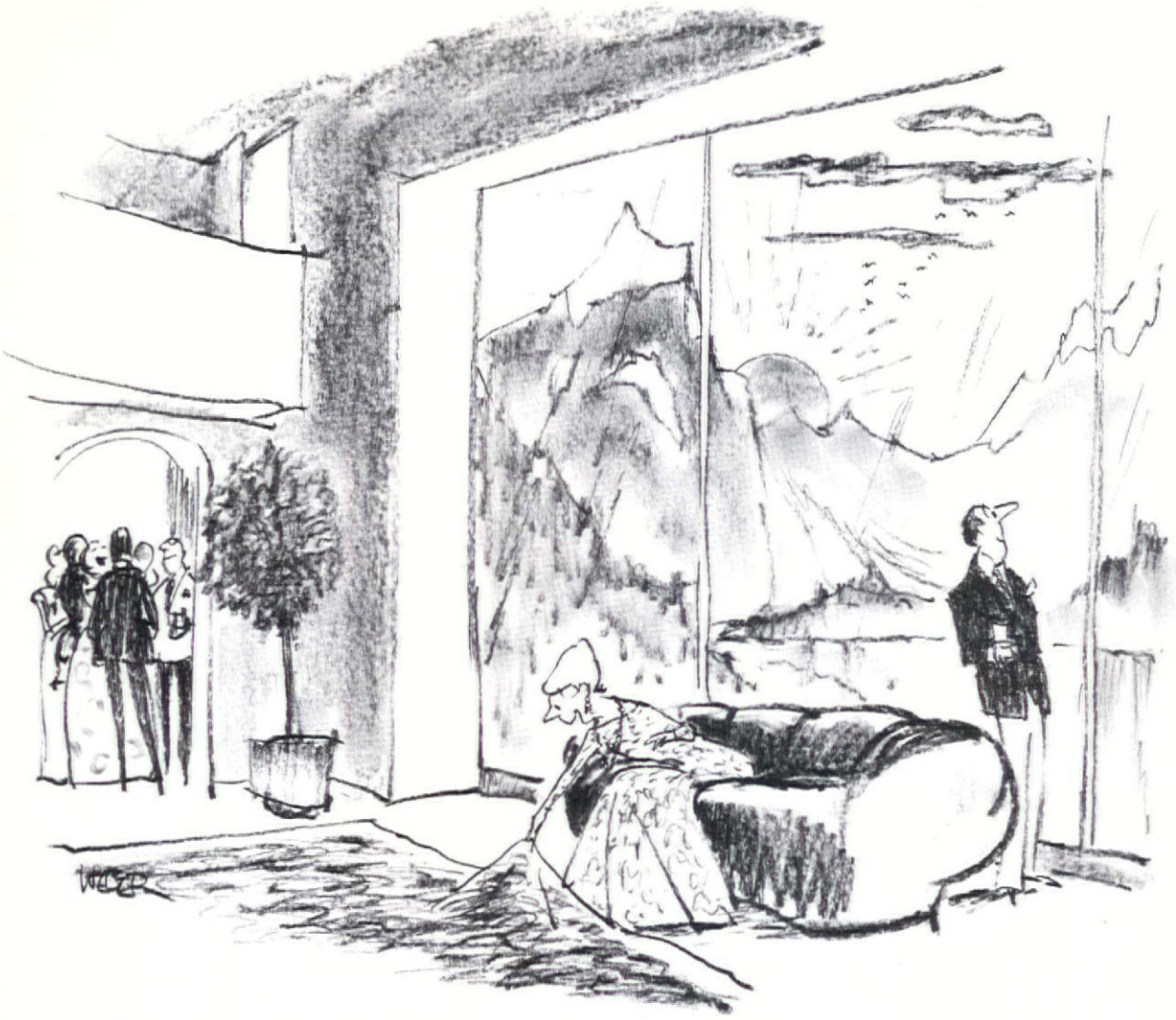
August: Commercial Buildings—Remodeling editorial, plus extra circulation to 5,000 corporate facilities executives and commercial building owners. **Space closes July 10.**

October: Banks—Top bank projects, plus extra circulation to 5,000 bank presidents and board chairmen. **Space closes Sept. 10.**

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Circle 121 on reader service card

the look
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SCULPTURE



Woven sculptures solve bare wall - large or small - design problems. These gallery quality wall hangings are hand loomed by California artisans. Custom weavings are available in any size or any color.

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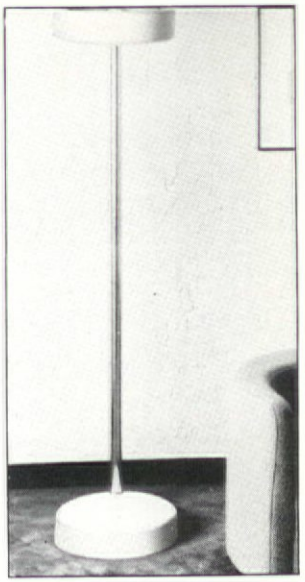
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Circle 122 on reader service card

PRODUCTS & SERVICES

TASK AMBIENT LIGHTING MOUNTED ON SINGLE POST



System 30 Pedestal luminaire permits total lighting flexibility with full 353-degree rotation for directional control. Bi-modular design minimizes heat contamination. Single post units adapt to any open room for wall panel configuration for shadowfree task and ambient light. High-intensity discharge light source uses metal halide or high pressure sodium lamps. System 30 by Slater Lighting also includes panel mount and saddle mount versions.

Circle 342 on reader service card



COMPONENTS ADAPT TO MULTI-PURPOSE USE

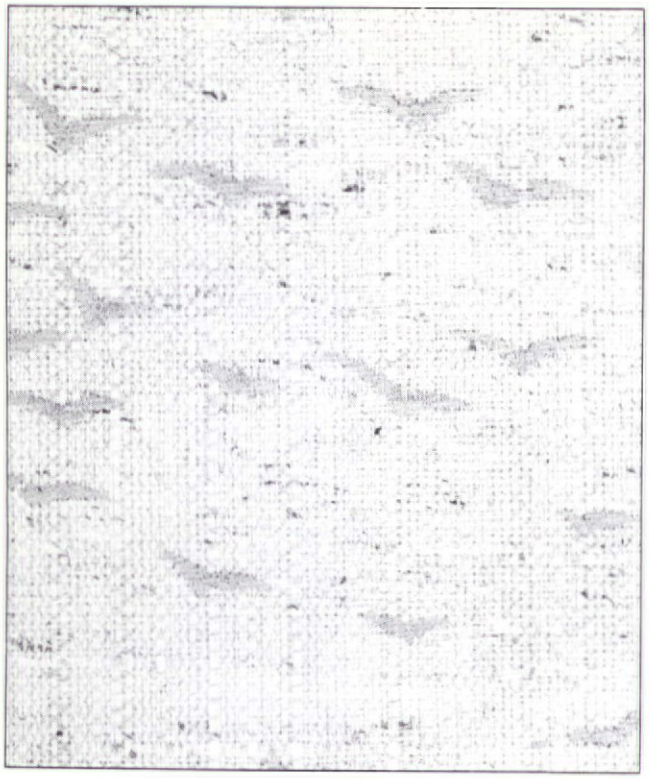
Haller Systems' component office furniture is based on a system of press-in panels and worktops that turn into tables by adding tubular chrome legs. Ball-and-screw connectors link the tubes to create multi-purpose geometric structures into which shelves, panel sections, drawers, bins, or any other accessory can be fitted. Wiring, cable leaders, cable holders, plug boxes, and ambient lighting make the system suited to frequent changes in the automated office.

Circle 343 on reader service card

DESIGN MEETS THE COMPUTER

Sigma Design now offers the Masterplex Disk Storage Unit/Multiplexor System for the Sigmagraphics II CAD system. It provides disk storage for over 20 megabytes of data and allows up to nine Sigmagraphics II work stations to have access to the disk storage unit simultaneously. The new system is fully compatible with the standard commands of Sigmagraphics II and can be incorporated so that storage and retrieval is an automatic part of the design process.

Circle 344 on reader service card



GILFORD WALLCOVERINGS ARE DIVERSIONS

"Diversions" from Gilford is a collection of 32 designs, which coordinate a pattern with a separate background one-color weave. The solid pastel warps are surface-washable china grass, in 39-in. widths, paperbacked. Designs and coordinates are 28-in. wide, paperbacked, with a 70 percent cotton/30 percent China grass content. They are designed, colored, and woven in Italy.

Circle 345 on reader service card



WALLCOVERINGS STRETCH THEIR LIMITS

The Joel Berman Stretchwall System is a unique fabric wallcovering requiring neither glue nor exposed fastenings. Fabric is stretched into place and is easily demounted for cleaning, service, or access to the wall behind. Any combination of acoustically absorptive or reflective surfaces may be designed into the system and concealed behind the fabric. It may be installed as individual panels with butt joints or seamed. Or it may be designed flat or curved, concave, convex, square, or radius edged.

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- ***RE-UPHOLSTERY***
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THE ART OF INTERIOR PLANTSCAPING

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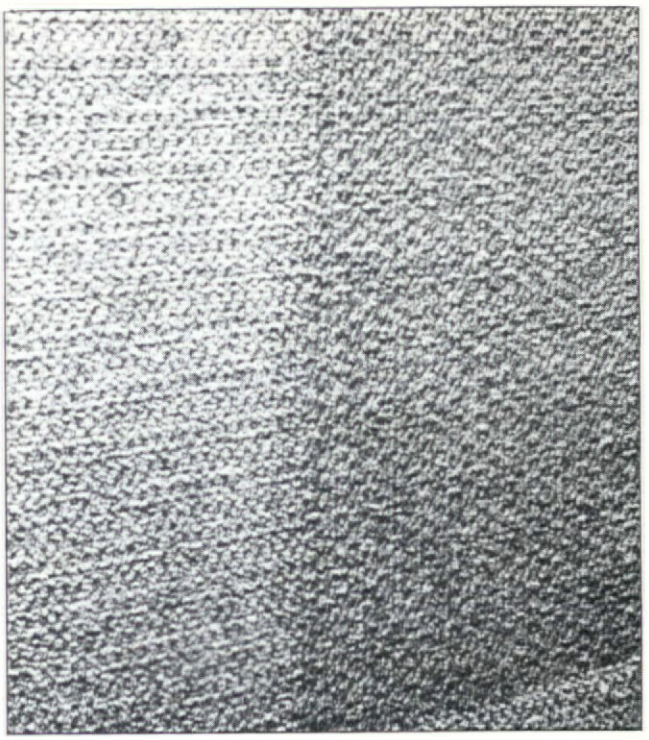


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Challenger

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PRODUCTS & SERVICES



LOCKED IN COLOR PROVIDES ENDURANCE

Endurance is the newest 18-in. by 18-in. modular Tex-Tiles® from the Collins & Aikman Carpet Division. Constructed from Marquesa™ Lana olefin by Amoco, it is impervious to stains and carries a five-year warranty. A textured loop construction makes it highly resistant to traffic abuse. Its colors are locked in through a solution dying process that insures color consistency and stain resistance. It is available in eight colors.

Circle 347 on reader service card

PAINT CONTRACTOR OFFERS RANGE OF SERVICES

Hudson-Shatz, both a painting contractor and a supplier of paint and related coatings, offers services in new construction painting, long-term maintenance, and application of wallcoverings. The latter range from papers, vinyls, and textiles to decorative murals, marbleizing, gilding, glazing, graining, and hardwood finishing. In addition, the company offers electrostatic spray painting of metal, and such back-up services as desk-top relacement and office furniture reupholstery. Industrial services ranging from blast cleaning to the development and application of high performance coatings are obtainable. The company recently completed painting and restoration of the ceiling in St. Thomas Church.

Circle 348 on reader service card

JABLAN DEBUTS SILK-LIKE FABRICS

Jablan Fabrics introduces its first upholstery styles, two silk-like polyester and polyester blends with Scotchgard protector. Rawhide is 100 percent Dacron with a shantung silk-like slub, available in 27 colors. Madras is 50 percent Ondule Dacron, 42 percent rayon, and eight percent flax. It is available in a range of colorways. Both fabrics meet ASTM heavy-duty upholstery fabrics standards.

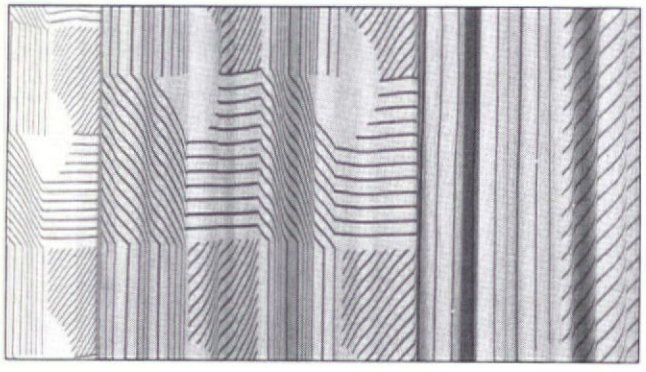
Circle 349 on reader service card



WOOD PACKAGING ACCENTS STORAGE SYSTEMS

Wood Design Fabricators specializes in all-wood bookcases and shelving systems. Bookcase series features hand-rubbed linseed oil finishing on black walnut or white oak. Surfaced tops are edge-banded, measuring 13/16-in. thick. Ends and centers are 1-in. thick; shelves feature a sturdy lumber core. Doors are available in wood or glass, either hinged or sliding. A variety of heights are available.

Circle 326 on reader service card



PARQUET SERIES FITS PANELS AND WINDOWS

KCR Fabrics offers custom printed fabrics for open plan panels and draperies. Called the parquet series, the fabrics are 48-in. wide, in 56 colorways.

Circle 327 on reader service card

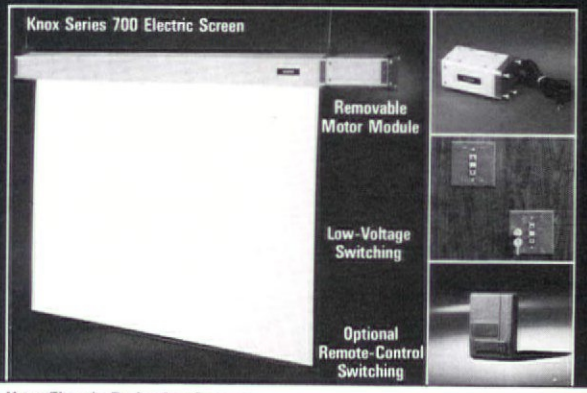
PACE OPENS PRODUCTION FACILITIES TO TRADE

The Pace Collection is now offering all architects and designers its production ability for custom stainless steel and other metals. Pace Architectural, a division of Pace, will handle this facet of the company's business, which will include the manufacture of custom furnishings, doors, counters, and dividers. Drawings may be sent for quotations.

Circle 350 on reader service card

Circle 127 on reader service card

Quality Viewing. Simple Operation.



Knox Electric Projection Screens . . .

An electric screen is an expensive purchase. One purchase you probably won't want to worry about once it's delivered.

Knox Electric Screens offer features designed with worry-free installation, operation, and you in mind:

The Removable Motor Module allows you easy access to the motor without removing or disassembling the screen case.

With low-voltage current for the 3-Way Wall Switch established at the motor, you can mount the switch yourself – no installation costs or complicated wiring.

Even a Remote-Control Switch is available, enabling you to concentrate on the program instead of the programming.

Interested? Contact your local AV or Photographic dealer, or Knox. We'll be glad to send you a catalog illustrating our full line of projection screens.

. . . **Simply the Best!**

KNOX

Knox Manufacturing Co.
111 Spruce Street
Wood Dale, Illinois 60191
(312) 595-0300

Architects:
Reference Sweet's
Catalog No. 16.8a/Kn

There Is More . . .
in the WORDEN product portfolio
than LIBRARY FURNITURE.

WORDEN seating designs have been used successfully in Libraries for years providing durable, good looking, economical solutions. These same proven seating designs are also solving the needs of many public areas, from retail outlets to hospital applications. Literature on these expanded product lines is available from WORDEN or their local representative.



AC-1109-UA lounge chair

The Worden Company
199 e. 17th st., holland, michigan (616) 392-1848

Circle 128 on reader service card



Information on stained glass can be obtained from a six-page, four-color brochure now available free to interior designers, specifiers, and architects from Rambusch. Brochure explains the many applications of stained glass for both commercial and institutional use, and includes information on original design, executions, and restoration.

Circle 351 on reader service card

Custom print carpeting for hotel, motel, restaurant and other commercial installations is described in a full-color catalog from Durkan Enterprises. Catalog contains more than 200 patterns and has been produced to assist designers, carpet specifiers, and architects. Collection is available in Monsanto's Ultron Classic Luster nylon and patterns can be ordered in 61 colors.

Circle 352 on reader service card

Praises for wool as well as 12 contract chair manufacturers are sung in a new 14-page, four-color brochure from the Wool Bureau. Booklet presents wool upholstery in all facets—knits, stretch wools, prints, worsted wools, tridimensionals, novelty weaves, and more.

Circle 353 on reader service card

Selection of butcher block table tops, bases, and chairs from John Boos & Co. is shown in new Contract Butcher Block catalog. Full-color, 29-page catalog features tables available in a variety of sizes, including round, rectangular, square, and octagonal shapes. Tops are available in hard rock maple and Appalachian red oak.

Circle 354 on reader service card

Descriptions, prices, and delivery schedules of Gaylord Brother's range of library wood shelving, wood card catalog cabinets, and specialized furniture is available in a full-color catalog. Included are book and periodical displayers, browsers, audio-visual support equipment, and carousel units.

Circle 355 on reader service card

ConCentrix/Series 454 line of contemporary seating is described in a 32-page, four-color brochure from Steelcase. Chairs incorporate a complete range of comfort and adjustment features aimed at reducing worker fatigue. Photography and illustrations highlight the ConCentrix Touch-Adjust Control Panel, which adjusts chair height, back attitude, seat, and back tension.

Circle 356 on reader service card

From Marathon Carey-McFall is a new Bali Blinds Chip Chart which features all 84 Bali colors, 12 of which are new. Chart includes samples of 20 colors available in duplex combinations. Color photographs of sample rooms are included.

Circle 357 on reader service card



Circle 129 on reader service card

THE UNITED WAY HAS A BIGGER CASH FLOW THAN HALF THE COMPANIES ON THE NEW YORK STOCK EXCHANGE AND THE LARGEST STOCK HOLDER RETURN OF ANY.



An amazing 89¢ of every dollar you give to the United Way goes to agencies that help people in need.

How can an organization as big as United Way keep costs that low?

The answer is that United Way is an organization that relies not just on gifts of *money,* but gifts of time as well—time donated by millions of volunteers each year.

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RATES: A standard classified ad costs $47.00 per column inch. Estimate a column inch as 37 characters per line, 7 lines per inch, including headline and address. Please specify whether it is a signed ad or a blind box number. Add $5.00 to the cost if a box number is used. Payment with order is required for insertion of classified. Send ad and check to: CONTRACT, Classified Ad Dept., 1515 Broadway, 24th Floor, New York, NY 10036. **DEADLINE:** 1st of the preceding month. **REGULATIONS:** Classified ads may be used for help or situations wanted; salesmen, reps, or lines wanted; business for sale; and any used or odd-lot products or closeouts for sale on a one-time basis. Classified ads may not be used for extensive product descriptions; customer solicitation; or for the offer of merchandise or services continuously available to our readers, which is the function of display advertising. Publication reserves the right to reject, delete, or re-word copy that is contrary to regulations.

SITUATIONS WANTED

SITUATION WANTED

Experienced Manager in Contract Furniture Sales desires to re-locate. Systems oriented, strong teaching capabilities, extremely broad product knowledge, work well with the design segment, very capable in preparing specifications that incorporate advantageous product mix. Reply Box 169, CONTRACT, 1515 Broadway, New York, NY 10036.

HELP WANTED

MANAGEMENT OPPORTUNITIES ($30-$100,000) 20 yrs. exp. in the Search and Placement of mid to upper level executives on a national basis. Our nationwide clients seek Sales and Marketing Managers, Manufacturing and Engineering Executives, V.P.'s and Presidents with Contract Furniture experience. Client co's assume all costs. Contact in strictest confidence: FRED ROSE, Contract Dept., COOK ASSOCIATES, INC., 35 E. Wacker Dr., Chicago, IL 60601. (312) 263-1119.

HELP WANTED

NATIONAL SALES MANAGER

Stendig International, Inc. an industry leader and growing manufacturer and importer of the finest quality modern furniture has an immediate opening for a National Sales Manager.

Minimum of 3-5 years experience in contract or residential furniture. Must be results oriented and capable of demonstrating a successful record of accomplishment in building, training, and administrating a multi-location and direct and indirect sales force. Architectural or design education and experience a plus.

Salary commensurate with experience.

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LARRY POND
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NEW YORK, NEW YORK 10021

NOVEMBER FIRST
is the last day to place
your classified ad
in the December issue.

PRODUCT AND GRAPHIC DESIGNER

Immediate opening for experienced designer with ability to design, detail, and supervise new product development. Versatility is essential as the range of functions include product photography, supervision of four-color printing, catalog/brochure design and layout, and *product design and development*. A working knowledge of and appreciation for European furniture design is required. Please send complete resume with salary history to: Personnel Director, Brayton International, P. O. Box 7288, High Point, NC 27264.

DESIGN DIRECTOR

Southwest design firm seeking a talented Design Director for its growing business. Qualifications include a college degree in Interior Design, experience in programming, space planning, design and decoration, and detailing of commercial and corporate clients. At least 10 years of experience in the design field and management of designers required. Opportunity for partnership. Excellent relocation and benefits package. Qualified candidates are invited to forward their resume with salary history in complete confidence to: Personnel Director, Kelleher Design Associates, Inc., 320 South Boston, Tulsa, OK 74103.

NATIONAL SALES MANAGER

We are a well established and nationally known institutional seating manufacturer. We require a proven and highly motivated professional who can develop, enhance and implement a marketing plan from beginning to end. Background in Managing, Manufacturer's Sales Reps, End-User Programs, and Dealer programs is required. Management level experience in Contract Sales and commercial furnishings are an important plus in this position.
We offer an excellent salary incentive benefit package in a desirable location one hour west of Boston. Please forward resume on a highly confidential basis to: President, Modu Form, Inc., P. O. Box 400, Fitchburg, MA 01420.

BOSTON AREA
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OFFICE FURNITURE-SYSTEMS

Business Equipment Corporation, one of the largest and fastest growing firms in the rapidly expanding office furniture-systems industry, has a need for a field sales manager. Individual should have strong outside key account sales background and two years of field management experience. Position requires the ability to develop and manage a team of 5-8 salespeople and direct the development of business through upper management level decision makers. Furniture industry, or closely related background (electronic office hardware, small computer sales, etc.) strongly preferred. Excellent salary/bonus package for a polished goal oriented manager who desires much responsibility and growth potential. Send confidential resume including earnings history and current requirements to:

Business Equipment Corporation
100 Shawmut Avenue
Boston, MA 02118
ATTN: E. Marchetti

The Classified
Ad Section
continues on
the next page.

HELP WANTED

EXECUTIVE DIRECTOR

Major U. S. Upholstery Corporation in the furniture and automotive trade is looking to enter Contract Fabric Market.

Candidate should have Marketing and Sales background, with product development skills.

Compensation commensurate with experience.

Please send resume to:

Box 160
CONTRACT
1515 Broadway
New York, NY 10036

FURNITURE INDUSTRY PLACEMENT SPECIALIST DAN LEVY specializes in the placement of people in the wood-working and Contact Furniture industry. Dan's the man to see whether you are looking for that next career move or for that "Mr. Right" to fill an opening with your company. DAN LEVY, MANAGEMENT RECRUITERS, 16133 Ventura Boulevard, Encino, California 91436 (312) 263-1119.

VICE PRESIDENT SALES & MARKETING

Prominent Midwest Contract Furniture Manufacturer is looking for a Vice President, Sales and Marketing. Excellent compensation package for someone with good credentials in the Industry. The company is committed to growth and continued product development. Call and/or send resume to: Robert Butler, Robert Butler Resources, Inc., 595 Madison Avenue, 6th Floor, New York, NY 10022, (212) 371-4425.

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THE MARKETPLACE offers you an audience of over 27,500 commercial interior architects, designers, furnishers, specifiers, planners and dealers.

DEADLINE: First of the preceding month.

RATES: $47 per column inch (approximately 37 characters to a line. 7 line per inch). All copy is pub set at no charge. For blind box number, please add $5.00.

REGULATIONS: Classified Ads may not be used for extensive product descriptions; customer solicitations; or for the offer of merchandise or services continuously available to our readers, which is the function of display advertising.

To place your ad in **THE MARKETPLACE,** just fill out the coupon below, enclose a check for the full amount, and mail to:
Classified Ad Manager
CONTRACT MARKETPLACE
1515 Broadway, New York, N.Y. 10036

Please run the attached ad(s) in the next issues(s) ____ of CONTRACT. I am enclosing a check for $_____.
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Circle 450 on reader service card

SENIOR DESIGNER

Progressive Steelcase dealership seeking senior designer for expanding Design Department. Qualifications include college degree and 3 to 5 years experience in commercial design (emphasis on corporate design). Candidate should possess 1) Ability to take responsibility for project from initial contact through installation, 2) Working knowledge of Steelcase systems, 3) Proficiency in spec. writing, color & material selection. Salary commensurate with ability. Send resume to: Teri Dale, Scott Rice Company, 5353 Bannock, Denver, CO 80216.

NO MORE BLIND ADS! If you are apprehensive about applying to blind ads for fear of jeopardizing your present position, you would welcome the talents of **STERN AND ASSOCIATES.** We offer you the opportunity to be kept abreast of what's happening in the Contract Furnishings Industry by keeping your name and accomplishments in the eyes of those manufacturers who need bright, competent people. We have established confidential portfolios on many key personnel within the Contract Furnishings Industry. Therefore, if you want to be kept aware of what's available; in confidence, please write or call: Stern and Associates, 3772 Merchandise Mart, Chicago, IL 60654 (312) 527-0797.

LINES WANTED

I AM NEW YORK CITY'S NO. 1 SALES REP to dealers, designers, and architects, looking for additional lines. Please contact P. O. Box 623, Montville, NJ 07045.

LINES WANTED

Reputable, professional independent rep desires contract wall covering & contract furniture lines. Only interested in direct representation of high end quality sources. Midwest states. Top following in design & specifiers. Reply Box 167, CONTRACT, 1515 Broadway, New York, NY 10036.

WE ARE METRO NY/NJ & CONN. top sales reps to specifiers & dealers looking for contract lines. Please contact G.C.C., P.O. Box 121, Closter, NJ 07624.

MISCELLANEOUS

ATTENTION: Contract furnishers, architects, designers, and dealers send us your brochures. CONTRACT Magazine is often asked by corporate representatives to provide them with qualified names. Mail to Sales Manager, CONTRACT Reader Brochures, 24th Floor, 1515 Broadway, New York, NY 10036.

REPRESENTATIVES WANTED

MANUFACTURERS' REPRESENTATIVES

Francis Kerrigan, Inc. is seeking established representative organizations in the following territories:

Michigan
Ohio and Western Pennsylvania
Florida
Iowa
Massachusetts and surrounding
Georgia
Kentucky and Tennessee
Mississippi, Alabama and Louisiana

Francis Kerrigan manufactures rounded edge wood contract furniture. See May 1981 CONTRACT page 106.

FRANK MALONEY
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(312) 249-1377

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SALESPERSONS OR REPRESENTATIVES WANTED to sell High Quality Wood Carvings such as carved birds, carved horses and various other type of carvings. All carvings American made by third generation of wood carvers who have been in business since 1939. All territories open, excellent commission. Applicants must have established track records. For more information please write: Grand Wood Carving, 430 N. Wolcott, Chicago, Ill. 60622.

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SALES REPRESENTATIVES for casual furniture company catering exclusively to the "contract" market. We represent twenty-one manufacturers nationwide, who produce the finest outdoor furniture available today. Opportunity for self-direction and growth with a company who takes pride in its product. Call or write: The Great Outdoor Furniture Factory; Drawer 2065; Sedona, Arizona 86336 (602) 282-9530.

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Will Get Results

CONTRACT REPS WANTED—Many important and new manufacturers ask CONTRACT Magazine for the names of qualified independent representatives who currently sell commercial/institutional furnishings and might be interested in an additional line. If you want us to include your name in a confidential list of reps, which we supply to manufacturers who have become new advertisers, write to the publishers of CONTRACT Magazine. State your name, address, type of lines you carry, number of associates or salesmen if you have any, and indicate product categories in which you have a particular interest. Also include area covered. This is a free service. CONTRACT advertisers who are interested in expanding sales coverage and finding additional reps are invited to inquire about this advertiser service. Write: Sales Manager, CONTRACT, 1515 Broadway, New York, NY 10036.

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Canadian manufacturer of quality wood office desks requires well connected sales representative, with strong dealer coverage, preferably with warehouse facilities. Other select U. S. territories, also available. Please phone or write: Exotech Inc., 8935 Pascal Gagnon, Montreal, Canada H1P-1Z4. Phone (514) 322-9600, and ask for Vytas Groudis.

CONTRACT SALES REP WANTED

LEHIGH-LEOPOLD seeks experienced contract sales representative for Michigan, Indiana, Kentucky Area to handle full wood contract line (system, desk, seating). Contact Phil Bradley, Lehigh-Leopold, 2825 Mt. Pleasant St., Burlington, IA 52601. (319) 753-2271.

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REPS/DEALERS

Well-established mfg./publisher of custom-framed embossed serigraphs/prints for guest suites/rooms, who currently deals with HILTON, HYATT, DEL WEBB and SHERIDAN, is seeking experienced reps with established clientele. Major territories now open. Call or write: Ron Golbus, Graphic Encounter, Inc., 4621 W. Washington Blvd., Los Angeles, CA 90016. (213) 930-2410.

MANUFACTURER'S REPRESENTATIVES WANTED FOR PROFITABLE LUMINOUS CEILING LINE (Individuals or companies). A few selected territories are available nationwide. You must be oriented toward calling on architects and interior designers to develop specifications and sales. A background in design is helpful. Send full resume. Box 164, CONTRACT, 1515 Broadway, New York, NY 10036.

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For sale or lease. 77,000 sq. ft. centrally located in Denver, Colorado. 7 dock doors, 2 rail spurs and good freeway access. Sale price $2,000,000; lease rate $22.35 sq. ft. gross. Excellent terms. Contact Katie Conover. AMBROSE & CO., Realtors. 650 Seventeenth St. Denver, CO 80202 (303) 534-4701.

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HEART OF ORANGE COUNTY

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